

(Target Letter)

Parish, Town  
January, 2010

«AddressBlock»

Dear Name,

*“Stewards of Gods Gifts”* This is the theme for our 2010 Bishop’s Annual Appeal. God calls all of us to share the gifts of time, talent and treasure in furthering Christ’s work in our Diocese. Our Holy Father, Pope Benedict XVI, recently published his encyclical *Charity in Truth* where he encourages us to remember that while the world faces many difficulties, we have a solution in *love* – love for one another expressed in the truth of our actions as stewards of God’s gifts to each of us. We are all called to care for each other in our words and our actions. Once a year, Bishop Burbidge calls upon us to recognize that we have received many gifts from God and to act as one community to share our bounty to help those in need across our Diocese and to further the work of Jesus Christ.

Through the Bishop’s Annual Appeal, your sacrificial gift and those of others in our parish and across the Diocese provides assistance to prepare candidates for the Priesthood and the Permanent Diaconate. Your support also enables Catholic Charities to provide food, clothing and counseling to over 45,000 people annually. These needs are especially acute in this difficult time.

Essential programs that are also funded by through your generosity include outreach to our Catholic college students, Diocesan coordination of Catholic formation and education, and support of two Diocesan retreat centers. This year the opportunity presents itself again to heed God’s call so that as a united Diocese we may truly act as “Stewards of God’s Gifts.”

Soon you will receive a brochure detailing many good works that your gift helps support. Bishop Burbidge and I are most grateful for your previous gift of \$«BAA2009» made to the Bishop’s Annual Appeal, yet another example of your steadfast generosity to your Church. This year, I ask that you consider making a pledge of \$<2009+%>, to help meet the increasing needs in our Diocese. Your continued partnership in the Bishop’s Annual Appeal is very much appreciated, and is important as another means of sharing in the ministry of Jesus Christ. Thank you for your sacrificial gift and for being a steward of what God has provided you.

Sincerely in Christ,

Name  
Pastor (Pastoral Administrator)

***Please make checks payable to “Bishop’s Annual Appeal”. Please return this pledge form to your parish.***

*A pre-printed tear-off reply form is attached at the bottom of this page.*

## **Variations for the final paragraph:**

### ***(Major Gift: sent to those who previously gave \$400+)***

Soon you will receive in the mail a brochure detailing many good works that your gift helps support. Bishop Burbidge and I are most grateful for your previous Leadership Gift of \$«BAA2009» made to the Bishop's Annual Appeal, yet another example of your steadfast generosity to your Church. This year, I ask that you consider making a pledge of \$<2009+%>, to help meet the increasing needs in our Diocese. Your continued partnership in this year's Bishop's Annual Appeal is very much appreciated, and is important as another means of sharing in the ministry of Jesus Christ. Thank you for your sacrificial gift and for being a steward of what God has provided you.

### ***(Potential Major: Letter sent to those who gave \$350-399, asking for \$400 gift)***

Soon you will receive in the mail a brochure detailing many good works that your gift helps support. Bishop Burbidge and I are most grateful for your previous generous gift of \$«BAA2009» made to the Bishop's Annual Appeal, yet another example of your steadfast generosity to your Church. This year, I ask that you consider making a Leadership pledge of \$<2009+%>, to help meet the increasing needs in our Diocese. Your continued partnership in this year's Bishop's Annual Appeal is very much appreciated, and is important as another means of sharing in the ministry of Jesus Christ. Thank you for your sacrificial gift and for being a steward of what God has provided you.

### ***(To donors who gave \$50 or less last year, inviting \$75 gift)***

Soon you will receive in the mail a brochure detailing many good works that your gift helps support. Bishop Burbidge and I are most grateful for your previous gift of \$«BAA2009» made to the Bishop's Annual Appeal, yet another example of your steadfast generosity to your Church. This year, I ask that you consider making a pledge of \$75 to help meet the increasing needs in our Diocese. Whatever you are able to contribute, your continued partnership in this year's Bishop's Annual Appeal is very much appreciated, and is important as a means of supporting the ministry of Jesus Christ. Thank you for your sacrificial gift and for being a steward of what God has provided you.

### ***(Letter to New Parishioners or Previous Non-Donors)***

Soon you will receive in the mail a brochure detailing many good works that your participation would help support. Perhaps you are new to this parish; I hope you have found a spiritual home here. Perhaps you have been a parishioner for a while now, but have not yet taken an opportunity to make a pledge. Whatever your situation, I invite you to join your fellow parishioners and make a gift to the Bishop's Annual Appeal. Please consider spreading your gift out over several months, for instance, a \$30 initial gift and 6 monthly gifts of \$30 would make a generous contribution of \$210. Whatever response you are able to offer, I appreciate your ongoing commitment to Jesus Christ and His Church in our parish and in our Diocese of Raleigh.