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**First Email: Announcement Weekend**

**Subject:** Introducing the 2025 Annual Appeal for Catholic Ministries: ***Go Forward with God’s Mission***

I pray your year is off to a great start and that this letter finds you and those you love well.

You have likely recently received an invitation by mail from Archbishop Lori to support the 2025 Annual Appeal for Catholic Ministries, Go Forward with God’s Mission*.* Because the success of the Appeal is vital as we continue to minister to God’s people, I am writing as your pastor to echo Archbishop’s invitation. You see the need is so great, and more and more people are turning to the Church for spiritual and physical sustenance. Together, through more than 100 ministries the Appeal supports, we can make a positive impact for those who are seeking the Lord. If you have already made a gift or pledge to the 2025 Appeal, I thank you and ask that you consider the information below only in reference.

A few ministries that are close to my heart that are supported through the Appeal are:

· INSERT EXAMPLE;

· INSERT EXAMPLE; and

· INSERT EXAMPLE.

As your pastor, I encourage you to take advantage of two opportunities in the coming weeks to join me and your fellow parishioners in supporting this year’s Appeal:

**· Appeal Weekend of Giving (February 1-2,) and**

**· Appeal Giving Tuesday (February 4).**

During the Appeal Weekend of Giving, you will be asked to make your gift or pledge at Mass via the In-Pew pledge card or through our convenient and secure online website at <INSERT IN-PEW URL>. Appeal Giving Tuesday will offer you a second opportunity to give online. Look for emails and social media posts starting on Monday, February 3rd, for your invitation to make a gift and to learn about the positive impact of the Appeal.

The Annual Appeal for Catholic Ministries is so very important for us here at parish name, and for those whom our archdiocesan ministries serve. To that end, I will be in touch again as Giving Weekend and Appeal Giving Tuesday approach.

Thank you in advance for your prayerful consideration to support the Appeal.

Faithfully,

Pastor Name