



Letter Campaign

Before you begin outreach, the clergy, staff, and leadership team at your parish will need to discern the following:

- **Who will receive these invitations?** Make a list of parishioners you haven't seen in a while or people who used to be members of your parish and start praying for them now. Discern how you can best reach each member of that group and make a plan to contact each one of them in whatever way would be most meaningful.
- **Who will intercede for this initiative?** Put together a team of prayer warriors dedicated to covering every disconnected member of your parish in prayer. This is a great way to involve the whole parish in this meaningful campaign!

One of the best ways to reach disconnected parishioners is with a direct, personal invitation in the form of a letter. Below, you'll find a sample "We Miss You" letter you can use as a template.

Adapt this letter in a way that will best resonate within your community, and copy the text of that document onto your parish letterhead. Feel free to personalize the content and be sure to edit the custom fields so they contain the correct information!

Mail a letter to each person on the outreach list you discerned above. These invitations can also be sent via email, but in general, a physical letter will be most impactful.

Sample "We Miss You" Letter

(To be sent to absent parishioners only.)

Dear <parishioner(s) first and last names>,

How are you? We have missed you at [parish name] and hope that you and your loved ones are well. Please know that you have an important place in our parish community and that you are always welcome here!

While I don't know exactly what you're facing, I want you to know that I and the rest of your parish community are here for you. More importantly, Jesus is here for you. He's literally waiting for you in the tabernacle and at every Mass!

Would you consider joining us for worship this Advent season? Our parish community would certainly feel more complete with you there! Sunday, November 24 is one of the most special Masses of the year called the Solemnity of Our Lord Jesus Christ, King of the Universe. This would be a great time to return to Mass before the hectic holiday season. Making Sunday Mass a part of the Advent and Christmas seasons is a great way to find peace and pray together with a community of joyful people.

After Mass on Sunday, November 24, there will be refreshments for all, and I'd love to connect with you then. Will we see you there? If you attend, please come up and say hello.

In the meantime, please be assured of my prayers for you.

In Our Eucharistic Lord,

<insert pastor/priest(s) name(s)>