



SAMPLE PARISH COVID COMMUNICATIONS

Parishes Utilizing CFGP's Parish Support Initiative

Sample Coronavirus Email Blasts or E-Bulletin Letters

1. Subject line: *Our Spiritual Home Needs You*

Dear Parishioners,

Our world looks very different right now as we are facing a worldwide pandemic. We recognize this is a strange and uncertain time for all our parishioners and we are praying for your health during the Coronavirus pandemic. One thing we are certain of: our doors will reopen for public Masses one day. During our temporary suspension of parish gatherings, we cannot forget to take care of our spiritual home; a home that has been there for us during our times of need, celebration, and to offer a path for the future when we return.

Without you, our dedicated Catholic community, we may lose our cherished home. While we cannot come together physically, this means our offertory is dwindling. We need your help now, more than ever to ensure [Parish Name] remains a faith-filled community of hope.

I ask you to please consider giving to [Parish Name] through the **Parish Support Initiative**. This initiative is made possible through a partnership with The Catholic Foundation of Greater Philadelphia. This is the safest way to continue our offertory giving and to ensure [Parish Name] will be able to meet our financial needs. Please visit www.SupportMyParish.org and select [Parish Name] from the drop-down menu to support us through the **Parish Support Initiative**.

May God bless you and your family during this uncertain time.

Sincerely,

[Pastor Name]

2. Subject line: *Without You, We Could Have Nothing*

Dear Parishioners,

A harsh reality may be upon us and the [Parish Name] community. The Coronavirus pandemic has affected the world. We, the faithful, must ensure our vibrant parish remains standing when this virus passes. For the health and safety of our faithful community, our doors remain closed to the masses for the foreseeable future. Because



of these unprecedented circumstances, the heart of our charitable giving, our offertory, is suffering.

Please consider electronic giving during this time of uncertainty. Continuing to support our offertory is vital to maintaining the prosperity of [Parish Name]. I pray you will reflect on your personal blessings and consider our Parish in your generosity.

Times are difficult for everyone and we hope that soon we will come together in our spiritual home. Our dedicated Catholic community will get through this uncertain time and come out stronger than before. With your help, we can ensure that will happen.

Please support our parish through the **Parish Support Initiative**. This initiative is made possible through a partnership with The Catholic Foundation of Greater Philadelphia. Visit www.SupportMyParish.org and select [Parish Name] from the drop-down menu. Donating through the **Parish Support Initiative** is the safest and most efficient way for you to give a gift of faith to your parish home.

Please know I continue to pray for you and your loved ones as we navigate this uncertain time.

Sincerely,
[Pastor Name]

3. **Subject Line: *An Uncertain Future***

Dear Parishioners,

I come to you in the hope that you will answer God's most challenging call during this time in need. [Parish Name] is a community we have built together and now, I need your help. Due to the Coronavirus pandemic, we can no longer physically join to celebrate in our parish home. While this restriction is necessary for the health of all of us, it puts the future of [Parish Name] in jeopardy. We can no longer rely on our weekly offertory to keep up with the mounting expenses. I call on you for help.

You have been faithful and dedicated through tough times and now, I rely on you as we face our biggest challenge. I understand this is a difficult time to ask for support, as you face personal hardships. I ask you to reflect on the family we have created at [Parish Name] and hope you can share your blessings with us.

You can support [Parish Name] through the **Parish Support Initiative**. This initiative is made possible through a partnership with The Catholic Foundation of Greater Philadelphia. To give a gift of faith during this challenging time, visit www.SupportMyParish.org and select [Parish Name] from the drop-down menu. A gift through the **Parish Support Initiative** directly impacts [Parish Name].

I continue to pray for the health and wellness of you and your family.

Sincerely,
[Pastor Name]



4. Subject Line: How Can I Support [Parish Name]?

Dear Friends of [Short Parish Name]:

Although I wish we were able to be all together in-person, I'm fortunate to be able to share the Liturgy with you virtually each week. However, without public Masses, the weekly offertory can often be overlooked. I know that many of you might be struggling financially right now – our parish is feeling the same. The offertory is a vital part of a parish community.

It's important that we remember why we participate in the offertory. We give this weekly gift out of love – love for God, the Father and love for our brothers and sisters in our [Parish Name]'s community and beyond.

In these uncertain times, I ask that you support [Short Parish Name] one of three ways:

1. Online through the [Parish Support Initiative](#). This initiative is made possible through a partnership with The Catholic Foundation of Greater Philadelphia. You can support your parish by visiting www.SupportMyParish.org. You'll be able to make a one-time contribution or set up a recurring gift to be processed during the COVID-19 pandemic so that <Short Parish Name> can receive a steady avenue of support.
2. Online through our existing Parish Giving Link: [add parish on-line giving link here]
3. By placing a check in your traditional offertory envelopes and mailing to the parish office: [Parish Name and Mailing Address]

No matter how you chose to give, please know that your support is needed and appreciated, now more than ever. I am grateful to each of you for your generosity during this challenging time and throughout the year. God bless you always.

Sincerely in Christ,
[Pastor Name]



Sample Social Media Posts or E-Bulletin Announcements

Social Media Post 1:

During these uncertain times, let us be in solidarity among all our Brothers and Sisters. We are all called by God into prayer and action. While we are all impacted by the Coronavirus, some of us have been fortunate to maintain our blessings. Please consider us during these times, as we all do our best during this uncertainty. Without our weekly in-person Masses, our offertory is suffering greatly. Please visit www.SupportMyParish.org and select [Parish Name] from the drop-down menu to help us continue our mission. [Patron Saint] pray for us!

Social Media Post 2:

To all our Brothers and Sisters in Christ, we at [Parish Name] are keeping you in our prayers. As we navigate through these difficult times and weeks come and go without a physical Mass, we ask that you to continue to keep us in your prayers, as we have kept you and your loved ones. We are worried about the future of our parish without your support. If you are able, please consider utilizing electronic giving through the Catholic Foundation's [Parish Support Initiative](#) [Linked to www.SupportMyParish.org] to support our spiritual home as we try to continue our works. God bless!

Social Media Post 3:

To our faithful parishioners: as we all navigate through these uncertain times, we ask for your continued prayers and support. We understand the difficulties all of us our facing, and through our faith, we will get past this. We know when we are reunited again, we will be stronger than ever. Please consider helping our parish by donating at www.SupportMyParish.org and selecting [Parish Name] from the drop-down menu, as we try to maintain our dedicated Catholic community in these unforeseen difficult times.

Social Media Post 4:

In this unique time of social distancing, we can still walk together in our faithful journey. We at [Parish Name] continue to keep you in our prayers as we ask you to keep us in yours. The Coronavirus presents a new set of challenges for us all. If you are able, please consider supporting us with a gift of faith to allow us to continue our mission as stewards to your relationship with Christ. Visit www.SupportMyParish.org to set up your online gift through the Catholic Foundation of Greater Philadelphia's Parish Support Initiative.

Social Media Post 5:

Friends of [Parish Name]: as we all persevere through this difficult time, it's important to support one another. In a time where we are unable to gather weekly collections



through our sacraments, please consider supporting us virtually! It is a crucial time to continue our ministry for the faithful like yourself and your family. Our mission of God's grace is not possible if it weren't for your generosity! Please go to the Catholic Foundation of Greater Philadelphia's [Parish Support Initiative](#) website [Linked to www.SupportMyParish.org to donate!

Social Media Post 6:

To our [Parish Name] community: please consider supporting us in this chapter of uncertainty and challenges. While we understand the impact COVID-19 has on everyone, it is also an opportunity for us to come together as a congregation. As we navigate this journey together, please consider donating to [Parish Name] to allow us to support you in your faith journey with Christ. Please visit www.SupportMyParish.org and select [Parish Name] in the drop-down menu to contribute to our ministry.

Social Media Post 7:

How Can I Support [Parish Name]?

As we navigate these trying times brought on by the COVID-19 pandemic, The Catholic Foundation of Greater Philadelphia (CFGP) is working to address the immediate needs of our faith community at every level. The suspension of public Masses has impacted our parish directly in many ways. As a result, CFGP has established the [Parish Support Initiative](#) to assist in meeting the critical financial needs of our community.

Please visit www.SupportMyParish.org to make a gift to support <Parish Name>. You will be able to make a one-time contribution or set up a recurring gift to be processed during the COVID-19 pandemic so that [Short Parish Name] can receive a steady avenue of support.

Please know that your generosity is needed and appreciated, now more than ever!

Social Media Post 8 (Twitter Recommended):

How Can I Support [Parish Name]?

The suspension of public Masses resulting from COVID-19 has impacted our parish in many ways. Please visit www.SupportMyParish.org to make a gift and select [Parish Name]. Please know your generosity is needed and appreciated, now more than ever!



Sample Prayers of the Faithful

In this challenging time, we pray for the lives lost to the pandemic, may God watch over their loved ones... We pray to the Lord.

We pray for those that are sick, may they feel strength in their wellbeing soon... We pray to the Lord.

We pray for those working in healthcare, may they maintain full health and strength in caring for others... We pray to the Lord.

We pray for those that are unemployed, may God guide them to new opportunities... We pray to the Lord.

We pray for those who may feel alone in quarantine, may God guide them to hope through their faithfulness... We pray to the Lord.

Lord, we ask you for guidance, and protection during this challenging time. Give our leaders wisdom, as they make decisions to ensure our safety... We pray to the Lord.

Lord, allow us to provide for those who are affected financially due to this crisis. Allow tranquility in our hearts, amidst anxiety... We pray to the Lord.





TIPS FOR CONNECTING WITH YOUR PARISHIONERS Amidst Covid-19

During this difficult time, it is important that parishes maintain their offertory funds and their engagement with their parishioners. In this post, you will see some tips on promoting electronic giving, social distancing spiritual trends, and communicating with parishioners.

Promotion of Online Giving

- Be clear with parishioners as to whether the parish office is accepting physical checks or cash.
- Make sure that the link to your online giving platform is one of the first things your website visitor sees and try to limit the number of clicks it takes to access the platform.

Utilization of communications tools

In order to best talk about the importance offertory giving and staying engaged with the parish community, it's important that you are increasing your ongoing communication with parishioners.

- Ensure your communications have a good balance of spiritual information, parish community information, and discussion about your parish offertory.
- Utilize your email marketing tool (like Flocknote) to distribute your e-bulletin
- Build and utilize a social media presence to keep your parishioners engaged while they are unable to physically attend Mass
- Create special groups on Facebook for your ministries and encourage members to stay active

Social Distancing spiritual trends we've noticed around the Archdiocese

- Stream Novenas and Rosary sessions virtually or provide prayers for parishioners electronically
- Bloggings, not just from religious, but also lay people
- Set up call-in hours and phone lists for parishioners
- Direct parishioners to Catholic teachings resources such as [Catholic Answers](#) and [Word on Fire](#)
- Highlight weekly Gospels, prayers, and reflections on your parish webpage
- Offer Drive-Thru Confessionals

