



## THANKING YOUR PARISH'S DONORS TO THE CATHOLIC APPEAL OF SOUTH CAROLINA

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**BACKGROUND:** A recent nationwide Catholic survey has shown that donors who are directly thanked for their gifts to the local diocesan appeal by their parish are not only more likely to continue supporting the appeal, but may also **increase** their giving levels to their parish's offertory and other fundraising initiatives.

The Diocese of Charleston will continue sending thank-you letters and gift acknowledgements to all individuals who donate to the Catholic Appeal of South Carolina, but a personalized message of gratitude from the parish for their support of the Catholic Appeal will strengthen the donor's feeling of appreciation and could encourage their continued support.

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### HOW TO THANK YOUR DONORS

Using the contact information provided in the Catholic Appeal of SC donation reports that are being shared with your parish, designate 1-2 individuals (pastor, parish staff member, parish volunteer, etc.) who will set aside some time **at least once per month** to offer a quick message of thanks to the families listed as donors.

This can be done in the following ways:

#### E-MAIL

Sample E-mail Template:

"Dear [**Parishioner Name**],

I am writing you this note to offer a heartfelt thanks for your generous gift the 2023 Catholic Appeal of South Carolina at our parish, [**Insert Parish Name**]. We are deeply grateful that you have recognized the important work of the Catholic Church beyond our parish walls and have chosen to offer your support to its critical schools, programs, and ministries. Your gift pushes us closer to hitting our parish goal, and we are so thankful for your support and participation.

We are blessed with a devoted and generous parish family at [**Parish Name**], and your participation is a testament to that. I thank you again for your wonderful display of generosity in supporting those who act as the hands and feet of Christ in every corner of this state.

Regards,

[**Your Name**]"

- This method is typically the quickest and easiest form of outreach, but please be cognizant that e-mails may be directed to junk/spam folders.
- Suggested subject line for e-mail: "Thank you for your gift to the CASC at [**Parish Name**]"

## PHONE

Sample Phone Message:

“Hello, [Parishioner Name], this is [Your Name] calling from [Your Parish]. I’m calling because I just wanted to quickly offer a sincere thank you on behalf of our parish for your recent donation to the Catholic Appeal of South Carolina. It truly means a lot when our parish family comes together for this purpose, and we felt it was important that we personally offer a message of gratitude. Thank you again!”

- This is the most personal method of outreach.
- It is more likely for a parishioner to answer their phone if they recognize the phone number on their caller ID, meaning you will be more likely to speak directly with them if you call using a phone in the parish office.
- If you call from your personal phone, it is more likely you will be directed to the parishioner’s voicemail.

## LETTER BY MAIL

Please print any letters on parish letterhead before dropping in the mail.

Sample Letter Template:

“[Date]

Dear [Parishioner Name],

I am writing you this note to offer a heartfelt thanks for your recent, generous donation to the 2023 Catholic Appeal of South Carolina. As a parishioner at [Parish Name], I am grateful that you have recognized the important work of the Catholic Church beyond our parish walls and have chosen to offer your support to its critical schools, programs, and ministries.

As we continue to pray for surpassing 25% participation from our parish family in 2023, you have helped us move one step closer to this target, and we are deeply appreciative of your generosity. Should you have any questions about your gift to the Catholic Appeal of SC, please reach out to the Diocese of Charleston’s Office of Stewardship & Mission Advancement at (843) 261-0437.

I thank you again for your wonderful display of generosity in supporting those who act as the hands and feet of Christ in every corner of this state.

Yours in Christ,

[Your Signature]

[Your Name]”

- This is the most formal method of outreach.

## Questions?

Please reach out to the Office of Stewardship at (843) 261-0518