

Love your NEIGHBOR



**Catholic
Charities**
DIOCESE OF CLEVELAND

2021 ANNUAL APPEAL



Happy New Year!

Dear Friend,

From the bottom of our hearts, **THANK YOU** for your work and dedication at your parish in 2020! Because of you, Catholic Charities has been able to continue serving those in need throughout Northeast Ohio. We couldn't have raised over \$14 million last year without you! Please note that we are still counting gifts from 2020 and will share the final parish stats with you in the next few weeks.

Introducing [Catholic Charities 2021 Annual Appeal: Love Your Neighbor](#)

2020 taught us the importance of loving our neighbor as Jesus commands. The outpouring of generosity and support touched us, and we continue to see the importance of Jesus' gospel message at a time when society is experiencing an awakening as to who is their neighbor. Watch as some of our neighbors who received help from Catholic Charities tell us their stories [here](#).

New Year, Same Mission

The need for assistance continues to grow, and we are working to communicate with donors through as many channels as possible. In 2021, we'll be using a multi-channel communication approach consisting of direct mail, email, telefunding, social media, text message, and most importantly - **In Pew Commitment Weekend**.

All Hands on Deck

This year, more than ever before, **we need your help and support** as we engage with donors in the pews and at home. We've created a Parish Manual packed full of information, guides, tips, tricks, templates, and tools for you to promote the Appeal at your parish and created a new page on our website just for you. [Check it out here](#).

Stay Up to Date

Week of January 25

- Parish Kits arrive at your parish
- Solicitation letters from Bishop Malesic begin to arrive in households

February 13-14: Announcement Weekend

February 20-21: In-Pew Commitment Weekend

Ongoing Communication to Parishioners

Please also note that, throughout January and February, we'll be sending weekly emails to donors to keep them engaged and informed leading up to In Pew Weekend. We'd love for you to do the same on a parish level - check out the email templates that we've created for you as well as some ideas for promoting the Appeal on social media in our Marketing Toolkit [here](#).

Conducting the Annual Appeal at your parish

Don't worry - we'll continue updating you throughout the next several weeks to make sure you're prepared for In Pew Weekend at your parish. Expect additional emails on a weekly basis beginning at the end of the month, and feel free to reach out at any time via [email](#) or at 216-696-6525 x1049.

Thank you for all you do to help our neighbors in need throughout Northeast Ohio. You are a true blessing at your parish and in the Diocese of Cleveland!

Best Wishes,

Sarah Yantek

Assistant Director, Annual Appeals | Catholic Community Foundation

Catholic Charities Annual Appeal 2021
1404 East 9th Street, 8th Floor Cleveland, OH 44114
CatholicCommunity.org/2021Appeal
Contact us: 216-696-6525ext. 1049 or syantek@catholiccommunity.org

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove®

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

1404 East Ninth Street
Cleveland, OH | 44114-1722 United States

This email was sent to .
To continue receiving our emails, add us to your address book.

emma

[Subscribe](#) to our email list.