

**Communication from Jim Kelley, director of development,
Diocese of Charlotte, North Carolina to pastors of the diocese
dated March 19, 2020, accompanied by attachments.**

Subject: Development Office - Parish Support During This Crisis

Dear Monsignor/Fathers,

In an email from Father Winslow that was sent to you earlier this week, he said, “The diocesan development office is available to help with more communication to your parishioners about their giving. If you would like to avail yourself of this assistance, please contact Jim Kelley at jkkelley@charlottediocese.org”. Please feel free to also call me on my cell at 704-608-0359. You can call me day, night or weekend. I have already received numerous calls from pastors, staff and volunteers to request ideas and assistance.

In this email, I want to share several items:

1. Please see an attached copy of the letter from Bishop Jugis to all the faithful on the coronavirus. Nancy Weber emailed this out Monday. This letter is on the diocesan website and the Catholic News Herald website. This letter will be sent to all registered households later next week. (It takes time to get the order for the letters and envelopes then we need to have the mailing prepared and sent out). The letter will also be placed on the front page of the Catholic News Herald for their March 27 edition.
2. Please see an attached draft letter for you to use as pastors to send out a mailing to your parishioners. Obviously you can modify the letter to meet your specific parish needs. It is important to send a letter to your parishioners. In my 34 years working in the diocese, we have found in past crises it is important to both connect with parishioners and to still request their financial support. Those who do both do much better than those who don't.
3. Please see an attached newsletter that Monsignor Marcaccio shared with me. This newsletter was put on the parish's website, emailed to parishioners and is being mailed today to their homes. Sending communications using multiple ways is important. As I receive other ideas from other parishes or other sources, I will share them with you.
4. Keep in touch with your parishioners. Another idea Monsignor shared with me is he had staff and volunteers call over 350 senior citizens in the parish. They asked them if they were doing OK and if they needed anything – medications, food, etc. They asked the seniors for their emails if the parish did not already have them. They asked them to call the parish if they needed any assistance. As I said, connecting with your parishioners is critical.
5. Later today or tomorrow, I will email you some guiding principles to use going forward.

I am so grateful for all you do as pastors. May God bless you as you and your work bless others.

Jim