

GENERAL – General Letter

<<DATE>>

<<ADDRESSEE>>

<<ADDRESS LINE_1>>

<<ADDRESS LINE_2>>

<<CITY>>, <<STATE>> <<ZIP>>

Dear <<SALUTATION>>,

Those who are in need are never strangers. They are family. Jesus taught us this important virtue through the parable of the lost sheep. If someone in His flock is in peril, then we cannot rest until they are safe. Whenever anyone suffers, our whole family suffers with them. It is our joyful duty as Catholics to seek them out and surround them with God's compassion and love.

Every year, the *Annual Catholic Appeal* brings the Archdiocese of St. Louis together to act as stewards of God's many blessings. United as one Church, we can answer His call to show compassion to those most in need. Your continued support of the *Appeal* will help sustain the outreach efforts of our Church so that our brothers and sisters whom the *Appeal* helps can find hope and healing.

If donor has made no gift in the past 5 years, use the following paragraph.

Prayerfully consider a gift to the *Annual Catholic Appeal* and help our brothers and sisters in need rise above the obstacles that confront them. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If donor made no gift last year, but a gift has been received in recent years, use the following paragraph.

Your past support of the *Appeal* with a gift of <<LAPP_GIFT>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Prayerfully consider renewing your commitment to the *Appeal* this year. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is \$1-\$399 use the following paragraph.

Your past support of the *Appeal* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment to the *Appeal* by increasing your gift to <<REQINCR>>. If you have been especially blessed, prayerfully consider joining the *Benefactors* with a contribution of \$500. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is \$400-\$499 use the following paragraph.

Your past support of the *Appeal* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Prayerfully consider renewing your commitment to the *Appeal* by joining the *Benefactors* this year with a gift of \$500 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is \$500-\$749 use the following paragraph.

Your past support of the *Appeal* as a *Benefactor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment to the *Appeal* by increasing your gift to <<REQINCR>>. If you have been especially blessed, prayerfully consider joining the *Associates of the Archbishop* with a contribution of \$1,000. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is \$750-\$999 use the following paragraph.

Your past support of the *Appeal* as a *Benefactor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Prayerfully consider renewing your commitment to the *Appeal* by joining the *Associates of the Archbishop* this year with a gift of \$1,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

SPONSORS

If last year's gift is between \$1,000 - \$1,999 use the following paragraph.

Your past support of the *Appeal* as a *Sponsor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop* by increasing your gift to <<REQINCR>>. If you have been especially blessed, prayerfully consider joining the *Ambassadors* with a contribution of \$2,500. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is between \$2,000 - \$2,499 use the following paragraph.

Your past support of the *Appeal* as a *Sponsor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider joining the *Ambassadors* with a contribution of \$2,500 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

AMBASSADORS

If last year's gift is between \$2,500 - \$3,999 use the following paragraph.

Your past support of the *Appeal* as an *Ambassador* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the*

Archbishop by increasing your gift to <<REQINCR>>. If you have been especially blessed, prayerfully consider joining the *Endorsers* with a contribution of \$5,000. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is between \$4,000 - \$4,999 use the following paragraph.

Your past support of the *Appeal* as an *Ambassador* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider joining the *Endorsers* with a contribution of \$5,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

ENDORSERS

If last year's gift is between \$5,000 - \$7,999 use the following paragraph.

Your past support of the *Appeal* as an *Endorser* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop* by increasing your gift to <<REQINCR>>. If you have been especially blessed, prayerfully consider joining the *Guarantors* with a contribution of \$10,000. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is between \$8,000 - \$9,999 use the following paragraph.

Your past support of the *Appeal* as an *Endorser* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider joining the *Guarantors* with a contribution of \$10,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

GUARANTORS

If last year's gift is between \$10,000 - \$12,499 use the following paragraph.

Your past support of the *Appeal* as a *Guarantor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop* by increasing your gift to <<REQINCR>>. If you have been especially blessed, prayerfully consider joining the *Bronze Guarantors* with a contribution of \$15,000. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

If last year's gift is between \$12,500 - \$14,999 use the following paragraph.

Your past support of the *Appeal* as a *Guarantor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider joining the *Bronze*

Guarantors with a contribution of \$15,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

BRONZE GUARANTORS

If last year's gift is between \$15,000 - \$19,999 use the following paragraph.

Your past support of the *Appeal* as a *Bronze Guarantor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider increasing your gift or joining the *Silver Guarantors* with a contribution of \$20,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

SILVER GUARANTORS (PREVIOUS GIFT: \$20,000 - \$24,999)

Your past support of the *Appeal* as a *Silver Guarantor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider increasing your gift or joining the *Golden Guarantors* with a contribution of \$25,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

GOLDEN GUARANTORS (PREVIOUS GIFT: \$25,000 - \$34,999)

Your past support of the *Appeal* as a *Golden Guarantor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider increasing your gift or joining the *Platinum Guarantors* with a contribution of \$35,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

PLATINUM GUARANTORS (PREVIOUS GIFT: \$35,000 - \$49,999)

Your past support of the *Appeal* as a *Platinum Guarantor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider increasing your gift or joining the *Diamond Guarantors* with a contribution of \$50,000 or more. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

DIAMOND GUARANTORS (PREVIOUS GIFT: \$50,000+)

Your past support of the *Appeal* as a *Diamond Guarantor* with a gift of <<GIFT_PRIOR>> has done so much to help our brothers and sisters in need rise above the obstacles that confront them. Please consider renewing your commitment as an *Associate of the Archbishop*. If you have been especially blessed, prayerfully consider

increasing your gift this year. Please mail the enclosed pledge card, drop it off at your parish or visit aca.archstl.org to make your gift today.

I am grateful for your consideration and prayerful support of this year's *Appeal*. When we make a sacrificial response to the *Appeal*, we answer God's call to share His gifts with those most in need, growing closer both to Him and to them. Thank you for joining me in serving the Lord with gladness. Your continued leadership will help to unite our communities as one family, *Brothers and Sisters All*.

You and your loved ones are in my daily prayers.

Sincerely yours in Christ,

Most Reverend Mitchell T. Rozanski
Archbishop of St. Louis

P.S. Learn how your support of the *Appeal* will bring joy to the lives of those we serve by visiting aca.archstl.org.