



DEVELOPMENT OFFICE ARCHDIOCESE OF NEW YORK

Dear Pastors,

Thank you for your faithful leadership in your parishes and for your ongoing commitment to the *Cardinal's Annual Stewardship Appeal*. As of June 6th, 34,995 generous donors have pledged \$15.82MM to the 2022 *Appeal*. Please accept my sincere gratitude for all that you have done and continue to do to help us approach, and hopefully exceed, our \$21MM *Appeal* goal for 2022. It is through your cooperation that we secure this vital funding. As you communicate to your parish community the necessity of the *Appeal* in sustaining our archdiocese, you ensure that your parishioners understand the urgency of its mission and respond. Their loving and generous response empowers the Church in New York to continue to spread the Gospel and do God's work.

In addition to speaking about the *Appeal* from the pulpit, many of you have embraced the use of digital means (parish websites, Flocknotes, and social media) to engage parishioners in the *Appeal* and promote online giving. Thank you for your flexibility! As a result of your willingness to adapt, more parishioners than ever are pledging to the *Appeal* online and giving to their parishes through WeShare and other online giving platforms. This helps to steady offertory levels which facilitates parish budgeting, something which is difficult and vital in this volatile financial climate.

By now, your Campaign Manager has shared the CAT file—our mailing list for each parish for the *Appeal*—with your parish for editing. The yearly task of updating these files can be tedious, so we truly appreciate your cooperation as we endeavor to keep our mailing list as up to date as possible. The CATs are available in PDF form for manual updating and Excel form for digital updating. Please speak with your campaign manager to determine the method that works best for you and your parish. The deadline to return the file is June 30th.

In the weeks to come, the Development Team will continue focusing on outreach to those donors who have supported the *Appeal* in the past but have not yet participated in 2022. Please speak with our team to devise a thoughtful plan to invite these individuals from your parish to make a gift this year.

Please know that our staff is deeply dedicated to serving you in any way we can—please put us to work!

With warm regards and best wishes for a blessed summer,

Kelvin Gentles
Executive Director of Parish Development
Development Office



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