Dear Pastors and Administrators,

The Archdiocese of New York’s *Renew + Rebuild* campaign was launched four years ago with safety and longevity in mind. Funding priorities directly impact our parishes, supporting individual parish improvement projects, Catholic schools, clergy, evangelization and lay leadership formation. The challenges of the coronavirus pandemic demonstrate more than ever the value of our investment in the *Renew + Rebuild* priorities.

As you know, the *Cardinal’s Annual Stewardship Appeal* is our primary focus for the first half of the calendar year – thank you for your diligent efforts! With many of our parishes approaching an impressive 65% of their *Cardinal’s Appeal* goals, we will begin conversations with those parishes about *Renew + Rebuild* pledge redemption. While parishes are no longer actively soliciting new donations for *Renew + Rebuild*, the Development team continues its final phase of pledge redemption to ensure pledge fulfillment remains on schedule and parishioners are properly thanked for their generous gifts.

The Development team concentrates on two types of donors: lapsed donors, or those who have made payments toward their pledge but how have now fallen behind schedule, and those without any payments toward their pledge. The Campaign Managers who support your *Cardinal’s Appeal* efforts have also been trained to work with you to redeem *Renew + Rebuild* pledges from your parishioners.

We are collaborating closely with our colleagues in Finance to establish tailored plans for parishes falling behind on redemption, reflecting the needs of that community. Our communication strategies include letters from the pastor to lapsed donors, phone calls to lapsed donors from parish leadership or the Development team, pulpit announcements, bulletin inserts, abbreviated in-pew appeals, and monthly collections. We know our pastors have established close relationships with their parishioners, and appreciate your collaboration as we determine which strategies will be most effective to benefit your parish and ministries.

If you would like to participate in Summer or Fall *Renew + Rebuild* activity or have any specific questions about pledge redemption, please contact your campaign manager or email Renew.Rebuild@archny.org by May 30.

Thank you for your tireless work to deepen the Catholic faith throughout the Archdiocese of New York.

With gratitude,

Bettina