

## **September for the Clergy Health and Retirement Trust**

### ***Collection***

September 19/20, 2020

### ***Celebration of Priesthood Dinner***

September 29, 2020

Dear Pastors and Business Managers,

September has always been an important month for the Clergy Health and Retirement Trust (CHRT), with the collection and the *Celebration of Priesthood Dinner*. COVID has presented us with many new challenges, and so these two fundraising initiatives have had to be creatively reimagined. I wanted to share with you some of the changes.

#### **The Collection**

In order to support your efforts at the parish level, we will be sending a direct mail solicitation letter to our donors. The letter will be from the Cardinal and will drop at the beginning of September. Additionally, during this month, we will be sending direct email blasts to donors that will also provide an opportunity to donate. All of our materials, including the email blasts, will now include a QR code that links to the CHRT Givebutter page, where donors can give easily through Venmo, Apple/Google Pay, or PayPal.

We are hoping that you will conduct direct outreach to your parish email list to give your parishioners the same opportunity. We will provide you with the QR code so you can put in all of your communications, so that your parishioners have a very easy way to contribute.

All of the materials we normally provide for a collection will be provided as usual, in both hard copy and electronically.

#### **The Celebration of Priesthood**

This year's event will be virtual and registration will be free. The virtual event will be an uplifting tribute to our priests, as well as an opportunity to show the audience what their donations support. It promises to be a dynamic evening with some surprises, and a keynote address from (Ret.) General Joseph Dunford,

former Chairman of Joint Chiefs of Staff. We will stream the event on the CHRT Facebook page and on YouTube, and it will be broadcast on CatholicTV. Our hope is to reach more people than ever before to tell them the stories of how our priests are building stronger communities every day.

We will be in touch in the week leading up to the event to offer you ways to stream it on your parish Facebook page, and other ways to reach out and invite your parishioners to register for this wonderful event.

We will also be offering registrants a chance to win: (1) A private tour of the Cathedral of the Holy Cross, (2) an invite to join a live Q&A session with General Dunford, or (3) an invite to join a zoom call with the NHL's Brian Boyle to talk hockey. Names will be drawn that night and winners will be emailed by end of dinner.

You have been innovative in finding new ways to meet the needs of your parishioners during these times. The CHRT is doing the same so that we can continue to support your efforts.

Thank you for all you do for our Church. Stay well.