



Catholic Strategies COVID-19 Response for Dioceses

Sample direct mail letter from principal/pastor to school families

Dear family of [school name],

We hope this letter finds you safe, in good health, and enduring these unsettling days of quarantine with faith and hope. This historic COVID pandemic has required us all to make enormous sacrifices to protect the health of our community. We hope you and your family are adjusting to these circumstances and that you are experiencing the comfort of God's faithful presence every day.

Among the many ways this crisis has had an impact on all of us, the closing of our school for the balance of the school year is among the most difficult. We know how much our children miss their teachers, friends, and the opportunity to learn in the classroom setting. Aside from the challenge of taking on the job of teaching, having your children home full-time is hard for working parents who are trying to maintain their jobs from home. And it is especially difficult for those of you who are part of the essential workforce and must find creative ways to find care for your children while you are at work. Our prayers are with you as you navigate these demanding days.

By now, we hope you are finding ways to organize your days and creatively approach your child's schoolwork. As educators, we encourage you to be flexible, and especially to be gentle and generous with your children and yourselves. Some days, things might go well; other days will be a struggle. That's OK. We are confident you are finding help and guidance from your child's teachers. We know our teachers and staff miss you and care deeply about your family. They are doing all they can to support you during this challenging time.

It is our concern for our teachers and staff that prompts us to write to you. As you know, our operating budget relies on the revenue we receive from the parish, which in turn is dependent on the weekly offertory collection. Without that, we will fall short of our budget and this means we are at risk of being unable to pay our employees. We are asking everyone either to mail in your regular parish contribution monthly, or better yet, go to our online giving page at [URL] and sign up to begin regular electronic donations to the parish. Doing this will ensure that we can get through this crisis also will help us have greater financial stability in the future. I can't stress enough how important it is that you continue to support our parish if you can.

Of course, many people are being financially affected by the COVID crisis with lost jobs and declining business. We know that may affect your contribution. If you are experiencing financial difficulty, please know of our prayers that your situation will soon improve. If you are in a financial crisis, please contact [Catholic Charities or other local resource].

In addition to encouraging you to continue your parish contributions, we also write to urge you to re-enroll your children for next year. Due to the crisis, we are waiving the enrollment fee of \$xxx so that you aren't further burdened at this time. (If you already have enrolled and paid the fee, that amount will be deducted from your tuition for next year.) If your financial circumstances have been affected such that you are reconsidering your enrollment for next year, please contact us before you make that decision. We want your family in our school and we will work to find creative solutions to enable you to stay, if at all possible.

One of the hallmarks of our parish and school community is our ability to come together during times of crisis, through our shared faith in Jesus Christ. We know that our Lord is carrying us through this very difficult season. He also has helped us to build a strong community where faith, hope, and love are evident in the ways in which we respond to one another and the challenges we face. We want to thank you for everything you are doing now to keep our bonds of friendship and community strong. Through the intercession of our Blessed Mother and with the Lord's assistance, we'll get through this together.

Thank you for your prayers, your faithfulness, and your support. May the Lord bless and keep each of you and your loved ones during this challenging and historic time.

With God's blessings,

Pastor [name]

Principal [Name]

[Insert QR Code for online parish giving]