

Sample Easter Appeal Letter

Dear Sisters and Brothers,

This is not the Lenten Season we had imagined. We gave up so much more this year than in any other year most of us can remember. We gave up dinners out, strolls through stores, movies, plays, school concerts, sporting events, family visits, and so much more. It might have been the most meaningful Lent we've ever experienced if we could celebrate its end with a triumphant celebration in the sanctuary with choirs and flowers and people dressed in their Easter best.

We will celebrate on Easter morning, but not all in one space as we have for other Easter days.

Here's what you need to know: closed church doors will not stop the resurrection of Jesus Christ. Closed church doors will not stop the Alleluias, and they will not stop the triumph of life over death and light over darkness. Closed church doors will not stop our church from proclaiming Easter hope during the COVID-19 crisis, when our whole community and our entire world needs to hear hope so desperately!

The mission and ministry of our church didn't stop when we got the word that we needed to close our doors to slow the spread of this disease. In some ways, the demands of our mission field became more challenging! We are needed now more than ever!

This church needs your financial support now more than ever too! Many of us find ourselves in a very different financial situation than we were when the year began; but if you are able, as much as your able, continue your financial support to keep being a witness of hope to our congregation and community.

Wouldn't it be an awesome testimony of hope if our Easter offering this year matched or exceeded what we received last year? This year's Easter offering will go a long way for our church to offer ministry to those in need due to this crisis. Please use the enclosed envelope or mark your special gifts, "Easter Hope Offering."

You are in my prayers every day, and I hope I'm in yours.

In Easter hope,

Pastor