2021 Sample Easter Appeal Letter

Grace and Peace,

As we prepare to celebrate Easter at [NAME OF CHUCH] and enter into the Easter season I know that it may be hard to approach it with joy and excitement. This last year created challenge as we adjusted how to do worship as a community. Yet we celebrate that amid all the changes and uncertainty the mission and ministry of our church did not stop!

We have been flexible in how we are engaging our community and one another, and I thank you deeply for your involvement and support of our church. We move-towards Easter this year with renewed hope. Hope for an end to this deadly pandemic. Hope for the seeds God has planted among us during this time. Hope in the possibilities ahead of us.

While many of us find ourselves in a different situation then where we were twelve months ago I invite you to join with me as a witness of hope to each other and too our community. There are four ways that I invite you to consider supporting our congregation as you enter Holy Week:

1. Invite friends and family to join us! Many seek to find a church during Holy Week and Easter, and your invitation may be just what they need.
2. Participate boldly as we gather [virtually/in-person] for Maundy Thursday, Good Friday and Easter Sunday. Volunteer to participate in our times of worship, inquire what help may be needed, and pray that all we do honors God!
3. Be the good news of Easter every day in the ordinary moments. Drop off treats or buy coffee for the person behind you in the drive thru. Consider how to spread some cheer to neighbors and strangers during this week and beyond!
4. Give to the Easter offering to support our ministry. Enclosed you will find an envelope for the Easter offering to be collected [during the service on Sunday, online, or by mail]. Your financial generosity allows us to carry on important work in this place and in our community.

May we live into and live out the Easter hope- “He Is Risen, Indeed!”

In peace and resurrection hope,

-Pastor