

May 25, 2018

«name»
«addr_line1»
«city», «state» «zip.»

Dear «first_name»,

May the Lord give you Peace!

We are nearing the end of our 2017-18, Diocesan Annual Appeal: *Stewards of Hope*, I thank you for your generous support of last year's Appeal of <<\$Last Year's Gift>>. The business of the day often causes delays to tend to important opportunities that seem more urgent. So I am here to ask you to invest in your parish's efforts for the Diocesan Annual Appeal today, and not let the urgent distract you from the important. Please, prayerfully consider making a gift to the Appeal **before June 30, 2018**. This year's theme, *Stewards of Hope*, reminds us to further the Kingdom here on earth and that we share our stewardship of gifts for the common good. In such a way, we return to God a gift of thanks for the many gifts He has shared with us.

I invite you to invest in the Diocesan Annual Appeal at your parish, «Parish Name,» by simply returning your gift with the attached card. The Appeal provides many channels for hope and grace to endure in our community. You may also make your donation online by visiting <http://www.dioc.org/hope>.

Our Holy Mother Mary approached her Son at the wedding in Cana with the faith knowing He could make a difference and hoping He would. God has given you gifts knowing you can make a difference and He hopes you will make a difference as well. This year, please prayerfully consider echoing Christ's response with a generous response to the Diocesan Annual Appeal.

In Christ,

«signature.»

+William Patrick Callahan
Bishop of La Crosse

P.S. If you already supported this year's Diocesan Annual Appeal and your gift crossed this letter in the mail; Thank you and I apologize for any inconvenience and confusion that may have resulted. For more information regarding the Diocesan Annual Appeal, and how your gift helps those in need, please visit our website at dioc.org/stewardship. May God continue to bless you and your loved ones.