

St. Michael's *Table*

An Advent giving sequence

A three-part fundraising arc for a parish outreach serving the isolated and elderly of Appalachia. The story opens with one neighbor, widens into a year of shared meals, and closes at the door of Christmas.

FORMAT

3-email arc

SECTOR

Faith nonprofit

ROLE

Concept & copy

01 — AWARENESS

Meet someone

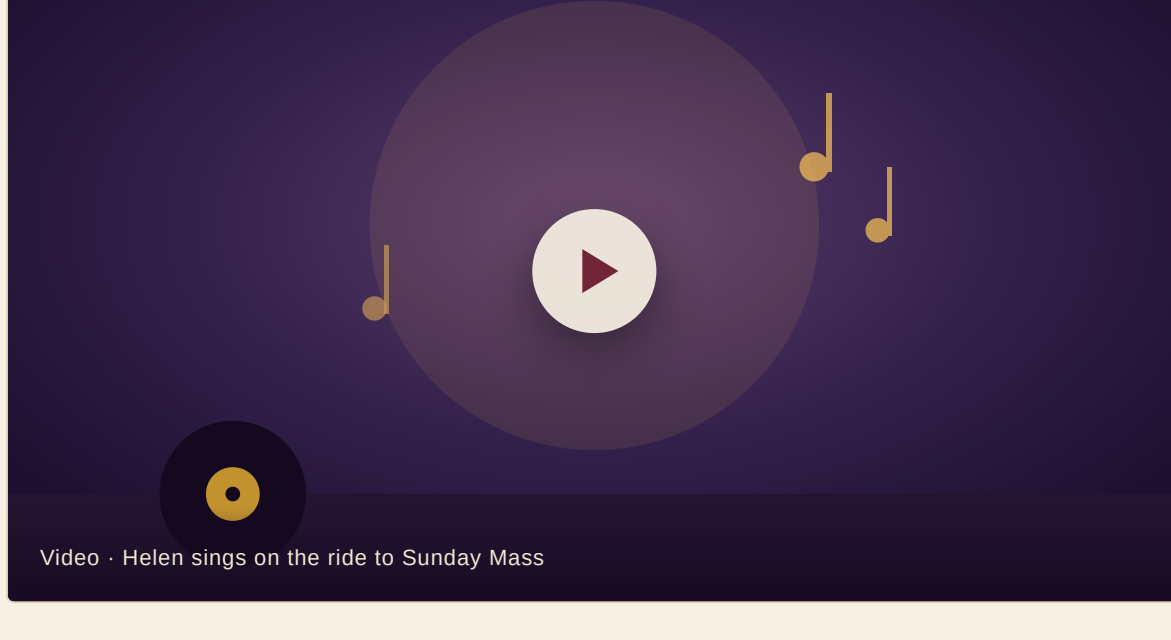
Put a single face to the need before asking for anything.

St. Michael's Table
outreach@stmichaelstable.org

INBOX

SUBJECT *We'd like you to meet someone.*

[Name], meet *Helen*.



Video · Helen sings on the ride to Sunday Mass

Helen lost her eyesight at sixteen, while working at a power plant near her town of Lynch, Kentucky. She never had children, and her living relatives are all the way across the state.

Today, at sixty, she spends most days at home, listening to her records with no one to talk to but her cats. The one time each week she gets to be among people is Sunday, when a van from St. Michael's Table comes to bring her to Mass. Those rides, and the Mass that follows, are the only moments anyone gets to hear Helen sing.

As Christmas draws near, we're reminded of our calling to be a warmth for those who have no one to share their hearth. That is why we're inviting you to help us keep serving Helen and her neighbors in the months ahead.

"The King will reply, 'Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.'"

MATTHEW 25:40

[Help us reach more neighbors like Helen →](#)

02 — IMPACT

A year at the table

Show the giver what their gift already built, then raise the ask.

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INBOX

SUBJECT *A warm dinner on a cold night*

*A warm dinner on a cold night
can make all the difference.*

Tonight, more than 200 neighbors gathered around tables filled with steaming bowls of stew, slices of cake, and cups of mulled wine. Volunteers, parishioners, and families who might otherwise have spent Christmas alone came to share stories, laughter, and prayer.

The evening ended with the very first performance of the newly formed St. Michael's Appalachia Choir, whose voices will carry Christmas carols to isolated communities across the mountains in the weeks ahead.

Moments like these wouldn't happen without people like you choosing to help. Thanks to your generosity, and that of more than 10,000 compassionate supporters, this year we were able to:

20,000

articles of clothing distributed

50,000

nourishing meals prepared

15,000

rides to Sunday Mass provided

800

homes visited twice weekly with prayer and support

Every meal served, every visit made, every hymn sung is another reminder that no one has been forgotten.

But our work isn't finished. Next year, we're determined to double our reach, bringing food, friendship, and the hope found in Christ to even more families throughout Appalachia.

Will you help us reach them?

[Help us reach more families →](#)

03 — URGENCY

At the door

One week left. Gratitude first, then the close.

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INBOX

SUBJECT *One week until Christmas*

"For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in."

MATTHEW 25:35

Advent has flown by and our Lord is nearly at the door, but you don't have to wait until Christmas to meet him.

800

WARM MEALS

650

COATS & CLOTHES

7

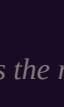
DAYS LEFT

This Christmas alone we've provided warm meals, clothing, and, most of all, company and brotherhood for those who would otherwise have spent this Advent alone. None of it would have been possible without the generosity of our parish and friends. Now that our biggest Christmas yet is just seven days away, we'd like to invite you to be part of it once again.

A gift this week means over 1,200 people will have something to eat and a roof over their heads this Christmas. Most importantly, it means they will not be forgotten.

Whether you've already given or not, thank you for reading this and for keeping up with our work. And if you find there is still something you can share, be it money, an old coat, or just a few hours of your time, God bless you.

[Give before Christmas →](#)



One neighbor, one year, one week. The arc carries the reader from a single face to the door of Christmas.