



HOLY FAMILY
CATHOLIC COMMUNITY

January 17, 2008

Dear friends,

Greetings! I hope this letter finds you doing well and in good health. I am writing to ask you to support Holy Family Parish and Schools with a project that we are beginning called **Help Worldwide**.

Help Worldwide is a charity-based merchant loyalty network that will provide free marketing and CRM for your business, and bring in new customers – all while creating a great way to give back to the community. When you join as a Help Worldwide merchant, your business will benefit while also helping to support our schools and parish community.

By joining **Help Worldwide** and supporting our community charities, you will draw upon a base of new and loyal customers. Plus, you will generate a tremendous amount of community goodwill.

As our parish launches a **Help Worldwide** effort, we will issue a **Catholic Loyalty** card to each parishioner of Holy Family Catholic Community, Incarnation and to the other Catholic parishes who soon will be participating. Also, other charities and cause networks will soon be launching Help Worldwide initiatives that will draw new patrons to your business from other charitable causes besides our parish and schools.

Just to give you some numbers, Holy Family Parish has 4000 registered families and the schools comprise another 600 families. This means that Holy Family will kick off our participation in Help Worldwide by issuing about 12,000 to 14,000 new Catholic Loyalty cards to parish members and families in our area. This is not counting the high school students and young adults whom we also will be involving in this program.

We see this program as a way to generate new funds for our educational mission without asking our parishioners for additional donations. On your part, you will receive a tremendous number of loyal customers who will support your business—earning you new advertising, customers and income that make it truly worthwhile to offer a generous rebate.

Thank you for considering our request. I look forward to speaking with you and having you partner with us and the community through **Help Worldwide**, so that all of us will be blessed. May the Lord bless you.

Gratefully yours,

Fr. Joseph Shea