



Tuesday, July 13, 2021

Dear Leaders of Schools, Religious Education Programs, Institutions and Organizations,

This past Pentecost Sunday, Archbishop Perez announced the Archdiocesan initiative, *Nothing Compares to Being There*. The Archbishop made this announcement on Pentecost to connect the Fall initiative with the Birthday of the Church and the centrality of the Holy Eucharist in the life of every member of the Church. This initiative, which is distinct from the Sunday obligation, involves the entire Archdiocese and features an invitation for everyone to recognize more profoundly the irreplaceable need to be in person for the celebration of Sunday Mass. *Nothing Compares to Being There!*

The hard launch for this invitation is Sunday, September 12, 2021 and communications will continue throughout that week. The Archbishop himself will make this invitation broadly throughout the Archdiocese through our Office for Communications. Pastors with the help of parish leaders, DRE's and school administrations, and institution leaders, are asked to plan during these summer months how this invitation will be made locally in conjunction with the Archbishop's invitation on the second Sunday in September.

On the Archdiocesan level, guidance and resources are available on the website, *Nothing Compares*, <http://archphila.org/nothingcompares/>. As the summer progresses, additional materials will populate the website. On the parish, religious education, school, and institutional level, everyone is asked to use as part of your invitation the tag line, *Nothing Compares to Being There*, with the logo found on the website. We want this phrase and logo everywhere to make the clear connection between the celebration of Mass and being physically present.

On the local level, in the weeks leading up to the second Sunday of September, it is important to plan now how the invitation will be made to as wide a population as possible, making use of electronic mailings and social media. It might be helpful if there was a designated person, experienced in communications and evangelization, to direct this project. A special effort is to be directed to those who were in the pew prior to the pandemic. This time next month, we will send you additional guidance on how to use the materials on our website to assist with our local invitation on September 12, 2021. At this point feel free to share the Archbishop's Pentecost Letter and other information on the website.

Thank you so very much for your generous assistance with this Archdiocesan initiative, *Nothing Compare to Being There*. If you have any questions, please do not hesitate to contact us.

Sincerely in Christ,
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