

The Anglican Church of Canada



L'Eglise anglicane du Canada

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April 17, 2019

Dear Colleagues,

As you are no doubt aware, the *Anglican Journal* is in the process of asking its readers to confirm their subscription, having discovered that a large number of those to whom we currently mail the *Anglican Journal* (in most cases accompanied by a diocesan paper) no longer reside at the address to which we are mailing.

As a result, we are at risk of wasting thousands of dollars each month, and tonnes of newsprint. Since there is no way for people no longer residing at an address to “opt out” of receiving the papers at that address, our only option was to ask each subscriber to confirm their subscription. We have reached out now for several months in the *Journal*, and similarly in the diocesan papers, and the number of confirmations is lower than we had expected. While this may truly represent an accurate number of those who wish to receive the print edition of the *Journal* and their diocesan newspaper, it may also be that further encouragement would lead to more confirmed subscriptions.

In order to ensure that all subscribers who would like to continue receiving the paper(s) are able to do so, we are asking you, and other leaders in your parish, to help. Enclosed is a wall poster and a bulletin insert (8.5 x 5), both of which are available as downloads at www.anglicanjournal.com

Both pieces include the toll-free number subscribers can call, and the email address to which they can write. The bulletin insert also includes a tear-off section for subscribers to fill out. You might announce that people can bring their form to church to be gathered and mailed in a batch.

I am particularly concerned that those in care facilities might need your assistance or encouragement in confirming their subscription.

I would be grateful for any support you can give to this work. It is my hope that we will realize savings in printing and mailing newspapers to outdated addresses, and at the same time ensure that the ministry of the *Anglican Journal* and associated diocesan newspapers reaches everyone who would be well-served by their witness to the church's ministry.

Living the Marks of Mission

www.anglican.ca/marks

Finally, as we move through the season of Easter, thank you for your witness to the beauty, truth, justice and love of God in your community. As a priest who spent many years in parish leadership and pastoral ministry, I am aware both of the demands of that ministry, and of the difference it makes in the lives of persons, households, and communities. And I know that everything we are able to do in the national ministries of our church depends on the generous giving of parishioners, and the sacrificial sharing of resources with the wider church.

For all that you do in daily ministry, thank you. And especially at this time, for your support for this process, thank you. Alleluia!

With every blessing,

A handwritten signature in blue ink that reads "Michael Thompson". The signature is written in a cursive style with a large, stylized initial 'M'.

Michael Thompson
General Secretary