

## Sample Invitation Letters for Your Promotional Brochure - Holy Land -

Your color, promotional brochure will include a letter from you, inviting members of your community on your pilgrimage. Here we have provided for you some sample language for the letter to be printed in your pilgrimage brochure.

Please feel free to copy, customize, or mix-and-match any of these messages to suit your “voice” and your itinerary, perhaps highlighting several of your featured sites. Remember to keep the tone personal, friendly, and inviting, and keep the length to about 200 words.

Once you have finalized your letter, please send it, along with the other items for your promotional brochure to [Sandra@GoCatholicTravel.com](mailto:Sandra@GoCatholicTravel.com).

*This information is proprietary and intended only for use by Group Leaders committed to working with Catholic Travel Centre, and intended only for use related to tours operated by Catholic Travel Centre.*

### **Holy Land: Invitation Letter Option #1**

Dear Fellow Pilgrim:

A “pilgrim” is a person who is on a journey in search of God. In a way, this can describe each of our journeys toward God through our daily experiences. In a real sense, as pilgrims, we also may travel long distances to sacred place as an act of religious devotion. It is on such a journey that we invite you to join us, as we make a special pilgrimage to the Holy Land.

As people of faith, we travel as pilgrims tracing the footsteps of Our Lord and walking in the footsteps of so many others who have gone before us on this journey of faith. During this pilgrimage to the Holy Land, we discover the roots of our beliefs as we see the sites, touch the stones, and pray the prayers that have formed the faith we hold as sacred.

The experience of the Holy Land is like no other. At each location, we will read and reflect on the Gospels. You will never again see or hear these words of Scripture without vividly recalling the places where Jesus walked and taught. **[Note: Feel free to compose your letter to reflect the unique sites mentioned in your itinerary.]**

Know that pilgrimages also are joyful experiences where not only do we spend time in prayer and reflection, but we also have fun as we experience each other as a Christian community, cultivating friendships that last a lifetime.

We want you to have the most meaningful and spiritual journey of faith possible, all within this spirit of joy; and, we strongly encourage you to join our pilgrimage by signing up as soon as possible.

Yours in Christ,

**Holy Land: Invitation Letter Option #2**



Dear Pilgrim:

There is something very special and sacred for Christians in a pilgrimage to the Holy Land, the land of Jesus. Within the boundaries of present day Israel is a history of God's revelation to mankind that extends from the days of Abraham, some 4,000 years ago. It was the land of promise for Moses, the site of the Temple in the time of Solomon.

It is the land where Jesus was born, taught, and died. It is the one place on earth where God has walked among us. I would like to invite you join members of our parish and me on a pilgrimage to this Holy Land.

We will visit Nazareth, walk the shores of the Sea of Galilee, and climb Mount Tabor where He was transfigured before His disciples. We will journey down the Jordan Valley and up the mountain to Jerusalem. There we will visit and pray at the sites of His final days – the Mount of Olives, the Garden of Gethsemane. We will follow the Via Dolorosa (the Way of the Cross) and visit the Church of the Holy Sepulchre, the site of both Calvary and the Tomb where He was buried and from which He rose from the dead. [Note: Please compose your letter to reflect the unique sites mentioned in your itinerary.]

You will never again see or hear these words of Scripture without recalling the places where Jesus walked. Two thousand years of history have passed since the time of Jesus. Many changes have transpired. Yet the hills of Galilee, the peaceful Sea where the disciples fished, the rugged terrain, and the holy mountain that is Jerusalem will provide images and memories to last a lifetime.

Join us for this extraordinary journey of faith.

Warm blessings,

### **Holy Land: Invitation Letter Option #3**

Dear Friends,

It is a joy to invite you to join me on a pilgrimage to the Holy Land. Certainly, we are familiar with the idea of a pilgrimage and perhaps have been privileged to make such trips to shrines in other places around the world. But a pilgrimage to the Holy Land is one beyond compare. The Holy Land is the place from which each and every one of us can trace our spiritual ancestry.

The land made holy by God's revelation to the patriarchs and prophets, the land of promise for Moses and of fulfillment of God's word for his people, is, in short, the only place on earth where God literally has walked among us.

Join us as we visit the very sites made holy by Christ, his Virgin Mother and St. Joseph, the apostles, and disciples. Walk among the places where the Lord began and completed the mission entrusted to Him by His Father. From Nazareth to the Sea of Galilee, from Mt. Tabor to the Holy City of Jerusalem itself, we will be blessed to see with our own eyes the places hallowed by all that Jesus said and did for our redemption. [Note: Please compose your letter to reflect the unique sites mentioned in your itinerary.]



Each day will be steeped in prayer, especially reflections upon the Gospel texts appropriate to each place we visit. And of course each day we will celebrate the Holy Eucharist. I look forward to being with you on what promises to be a graced-filled journey and invite you to discover with me the land from which has come our salvation.

Peace,

