

Encyclical Email Templates

EMAIL #1: Protecting the Environment for Future Generations

Subject #1: Pope Francis Calls for Climate Action
Subject #2: Thank Pope Francis
Subject #3: Pope Francis: Caring for Our Common Home

[First Name / Friend] --

Today, Pope Francis took a stand on climate change – calling it [QUOTE FROM ENCYCLICAL i.e. the greatest ecological threat we face.] His encyclical “*Praised Be: On the Care of the Common Home*” is a milestone moment for the faith community, uniting voices across the globe in the call to protect our environment.

Join us in thanking Pope Francis for his leadership on climate change.

A papal encyclical is rare – and it’s one of the highest levels of a pope’s authority. By making climate action a pillar of his encyclical on ecology, Pope Francis wants everyone to know that acting on climate change is a moral priority for the faith community.

This encyclical underscores our moral obligation to address climate change and its impacts on communities around the globe. Taking steps to tackle climate change will help protect the environment for future generations.

Pope Francis understands the threat of climate change. He knows that we’re already seeing the impacts on our ecology and that now is the time to act. As a faith leader representing more than one billion people worldwide, his call for climate action is a big deal!

Add your name to say you stand with the Pope and people of faith who have pledged to address climate change.

Together, we can help protect our common home for future generations.

[SIGNER]

LANDING PAGE OPTION #1:

Thank Pope Francis for his leadership on climate change!

We stand with the Pope and people of faith who have pledged to care for our common home by addressing climate change. We must protect the environment for future generations – it’s our moral obligation to address climate change and its impacts on communities around the globe.

Add your name to the growing list of people thanking the Pope for being a strong voice for climate action.

Message to Pope Francis:

Thank you for taking a stand on climate change with your encyclical “*Praised Be: On the Care of the Common Home*” – as a faith leader, your voice elevates this call for action on the global stage. I stand with the faith community in the pledge to care for our common home by addressing climate change.

Email #2 - Caring for Our Common Home (global/Paris pivot)

Subject #1: Pope Francis Calls for Climate Action
Subject #2: Thank Pope Francis
Subject #3: Pope Francis: Caring for Our Common Home

[First Name / Friend] --

Today, Pope Francis took a stand on climate change – declaring it our moral obligation to act and protect our common home. His encyclical on ecology is a milestone moment for the faith community, uniting voices across the globe in a common call to protect our environment.

Climate change is a global challenge with local impacts, affecting communities all around the globe. We applaud Pope Francis for taking a moral stand – uniting millions of people in the common call to protect impacted communities from the threats of climate change.

Join us in thanking Pope Francis for his leadership on climate change.

Later this year, nations will come together in Paris to negotiate how to address climate change on the international scale. By making climate action a pillar of his encyclical on ecology, Pope Francis wants these leaders to know that acting on climate change is a moral priority for the faith community.

Add your name to the growing list of people standing with the Pope and people of faith who have pledged to address climate change.

Together, we can help protect our common home.
[SIGNER]

LANDING PAGE OPTION #2:

Thank Pope Francis for his leadership on climate change!

Pope Francis' encyclical on ecology unites millions of people in the common call to protect impacted communities from the threats of climate change. This is a global problem with local impacts, but together we can make a difference.

We stand with the Pope and people of faith who have pledged to care for our common home by addressing climate change.

Add your name to the growing list of people thanking the Pope for being a strong voice for climate action.

Message to Pope Francis:

Thank you for taking a stand on climate change with your encyclical "Praised Be: On the Care of the Common Home" – as a faith leader, your voice elevates this call for action on the global stage. I stand with the faith community in the pledge to care for our common home by addressing climate change.