

## 2024 Polly Bond Award Submissions

### Best Email

#### 2023 Lenten Devotional

Chris Whitaker – Christ Church in Short Hills, NJ

Prayer has long been a path to the heart of God and one of our historic spiritual disciplines during Lent at Christ Church in Short Hills has been to be guided by a devotional collection of readings, art, poetry, and music.

In 2023, we produced a daily email Lenten Devotional with thought-provoking reflections on the **Great Litany** written by fellow parishioners.

A Lenten Devotional email was produced and sent out each day during Lent (Ash Wednesday - Easter). The devotional emails highlight reflections written by parishioners on the Great Litany, and also featured music selected by our organist, poetry and art by our Rector, and once a week reflections from Episcopal Relief and Development Lenten Devotional that fit within our theme of the Great Litany. (Note: highlighting ERD in these emails helped us raise more than \$8,000 to support their mission around the world).

**An “Easter Egg” in the emails:** From Ash Wednesday through Easter, our daily devotionals featured a header with “Lenten Devotional” and the parish name. Throughout Lent, the header changed week-by-week to take us from Ash Wednesday through the darkness of Lent and then from Palm Sunday through Good Friday and the joyous resurrection on Easter.

Average open rate for these emails was of 68% (more than 10,000 opens) during Lent.

Each daily email also featured quick links to ongoing Lenten offerings at Christ Church.

#### **Written Devotional Samples (posted Monday, Wednesday, and Friday):**

The Rev. Bowie Snodgrass - April 7, 2023: <https://conta.cc/47WzGwM>

The Rev. Cn. Robert Griner - March 20, 2023: <https://conta.cc/49llmz6>

Libby Clarke - February 22, 2023: <https://conta.cc/3vY1eEF>

**Lenten Devotional Headers:**

Lenten  
Devotional

CHRIST CHURCH IN SHORT HILLS | 2023



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