

Overview

Using the Year-End Funding Letter Toolkit

Purpose of a Year-End Funding Letter

To raise year-end gift income in November and December

Toolkit Materials Overview

The Year-End Funding Letter Toolkit materials are listed numerically in the order they should be used.

1. **Overview** – How to use the Year-End Funding Letter Toolkit materials
2. **Pre-Designed Letter Templates** (optional) – Send attractive, professional-looking letters using these Word templates*.
3. **Model Year-End Funding Letter** (designed) – Add your personal information, a ministry story, a photo, and your funding goals to this pre-written letter.
- 3a. **Model Year-End Funding Letter** (text only)
4. **Ultimate Funding Letter Checklist** – Ensure clarity and success by including the “Must-Haves” and the checklist’s other suggestions in your letter. Letters qualify for MPD Made Simple prizes and incentives only if they include all “Must Haves.”
5. **Giving Reminder Email Template** – Send ministry partners this email message to prompt giving.
6. **Follow-Up Phone Call Script** – Phone ministry partners to deepen relationships and personally invite them to give.
7. **Funding Letter Tracker** – Record who received the letter, follow-up actions, gifts received, and thank-you notes mailed.

Who should receive your year-end funding letter?

Everyone on your mailing list except those you’ve held a face-to-face funding appointment with in the last five months.

**The letter templates are designed for Microsoft Word and can be used with a Mac or PC. They cannot be used with Publisher, Pages, or other programs.*

Funding Letter Facts

- The average response (with no follow up) to a funding letter is 5-7%.
- Calling ministry partners to follow up a funding appeal increases the response rate to 40%.
- Paper, not electronic, funding letters are most effective.
- Funding letters are most effective in raising money for projects or special gifts (a conference or year-end funding) and not long-term monthly support. Face-to-Face funding appeals raise long-term monthly support.
- In 2023, on average, each funding letter sent resulted in \$49 of income.