

HOW NEWSLETTERS WILL SAVE YOUR MINISTRY

So, you don't really like writing newsletters...?

It's easy to put off writing newsletters, because it's not as fun as front-facing ministry. But over time with no communication to partners, support dwindles, and you're pulled from ministry. The MPD team makes writing newsletters simple and quick with pre-designed templates and The Ultimate Newsletter Checklist so you keep your ministry partners, income, and ministry.

Communication is key to keeping partners and not being sidelined from ministry.

Keeping the ministry partners you have is easier than constantly finding new ones! Plus, current partners can be a great source of recommendations and occasional support increases because they're already committed to your ministry.

Newsletters do these important things:

Tell ministry partners you're grateful for them and their financial support.

Say *thank you* in every newsletter.

Build your relationship with ministry partners.

Relationship is a two-way street. Give some personal news in your newsletters but also invite partners to send you prayer requests or to tell you what's happening in their lives. In an email update, include a prayer request button that generates an email to you. Take partners' prayer requests seriously and follow up personally and quickly to show that you genuinely care.

Write personal notes on newsletters. Write one note to every partner once a year. Divide your list into sections (A-G in January, H-N in April, etc.) to make this do-able.

Invest in partners' spiritual growth.

What are you doing in your discipleship or Bible study groups that would spiritually challenge and benefit your ministry partners, too? For example, if you're taking a group through a Gospel of John reading challenge, tell your ministry partners what you're doing in a newsletter, and

invite them to read along. Even send them a copy of the booklet and a list of questions you plan to cover with your group. This will help them grow personally and show them first-hand what you do in ministry.

Tell partners how their prayers for your ministry are being answered.

People will be excited to keep praying for you when you tell them how God is working. Answered prayer will encourage and strengthen their faith, too. When you mention prayer requests in newsletters, report back later on what God did. Partners are ministering with you, and they deserve to know how God is working through them and you.

Assure partners the money they invest in your ministry makes a difference.

Changed lives motivates people's giving. Not busyness, not how many Bible studies you lead per week. People want to know how God is changing lives. In every newsletter, tell a story about one person whose life God is working in.

Help partners feel they're a part of your ministry.

You can only be in ministry because of people who give generously and pray for you. You don't see the roots of a tree, but they're as much a part of the tree as the branches and leaves that you do see. Likewise, your ministry partners aren't your "front-facing" ministry, but they're as much a part of your ministry as the people in your front-facing ministry. You won't survive in ministry without partners. So, come right out in newsletters and say, "Your partnership and support make it possible for me to... (e.g., teach people like Joe how to share the gospel with his roommate Benny)."

Stimulate continued prayer and giving.

Silence—when it comes to ministry partners—is *not* golden. Without hearing from you regularly, ministry partners could conclude you don't have much going on or that you're not even in ministry even more. People give to and pray for what they're convinced is important and makes a difference. So, convince them—often! If you don't, they're likely to switch their support to another missionary who does!