

# OVERVIEW: USING THE **INCREASE REQUEST** MATERIALS

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## When to request an increase in monthly support from ministry partners

- If a monthly partner has supported your ministry for three years with no change in giving
- If your Navigator budget has changed due to a new ministry role or location

## Materials Overview

The zip folder you've downloaded includes these materials:

1. **Overview** - explanation of the funding letter materials
2. **Model Letter** - simply add your personal information, ministry story, photo, and funding goals to this pre-written and pre-designed letter
3. **Ultimate Funding Letter Checklist** - ensure clarity and success by including these important items in your letter
4. **Giving Reminder Email Template** - send partners this email message 10 days after your letter goes out to prompt giving
5. **Follow-up Phone Call Script** - phone partners 2-3 weeks after your letter goes out to deepen relationships and personally invite them to increase their giving amount
6. **Funding Letter Tracker** - record who received the letter, your follow-up actions, and giving decisions

To make your funding letter experience easy, the documents are **listed numerically in the folder in the order they should be used**.

Important note: The model letter is a Word document and is compatible only with Microsoft Word. It cannot be used with Publisher, Pages, or any other program. It can be used on a Mac or PC. Using a laptop or desktop computer versus a tablet or web-based version of Word also simplifies modifying the template.

## Opportunity for Deeper Relationships with Ministry Partners

Inviting current ministry partners to increase their giving is a unique appeal. These partners are already aware of what you're doing in ministry and support what you're doing. In asking them to increase their giving, it's important that you **affirm** their generosity and faithfulness, **thank** them for their partnership, and **cast vision** for why additional funding is imperative to effective ministry. Be gracious.

## Funding Letter Facts

- Paper, not electronic, funding letters are most effective.
- Following up your letter with personal phone calls and an electronic giving reminder dramatically boosts giving results.



Ministry of Partner Development

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