

# THE ULTIMATE FUNDING LETTER CHECKLIST

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## Set Up

- ☐ Maximum two pages
- ☐ White space: one-inch margins, space between paragraphs and around photos
- ☐ Simple graphics and layout (avoid dark background and light text)
- ☐ Easy-to-read font (Times New Roman, Montserrat, Arial, Georgia) and point size (12)

## Funding Letter Imperatives

- ☐ The Navigators logo or your Mission's logo (NavTeams/Spaces/The Navigators Brand)
- ☐ Specific date (February 1, 2021)
- ☐ Greeting (Dear friend, or Dear Dave and Jan,)
- ☐ Your first and last name printed on the letter
- ☐ Your contact information (email, phone, mailing address-unless security risk, giving URL-navstaff.org/give/NavID)
- ☐ A clear financial appeal with specific monthly and/or lump-sum dollar amounts (e.g., To be fully funded, I must raise \$987 in new monthly support and \$3,247 in special gifts.)
- ☐ Suggested giving amounts or a range of giving
- ☐ Instructions on **when** and **how** to give (e.g., To give, please go to navstaff.org/give/NavID. Or use the enclosed commitment card and envelope. May we hear from you by March 15 [pick date 4-6 weeks from date on letter]? Thanks!)
- ☐ Include a Navigator commitment card/response envelope (order at navigatorstore.com)

## Letter Content

- ☐ Say in first or second paragraph the letter includes a financial partnership request
- ☐ Focus on ministry vision, continued impact, changed lives, and the future—not deficit, budget, shortfall, or need
- ☐ Tell a short ministry story that illustrates how your ministry is changing lives
- ☐ Add a photo and caption related to the ministry story
- ☐ Thank partners for being in ministry with you

## Finishing Touches

- ☐ Hand-sign letters
- ☐ Quality paper
- ☐ First-class stamp



Ministry of Partner Development

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