

OVERVIEW: USING THE FUNDING LETTER MATERIALS

Purpose of a funding letter

- To raise money for a conference, ministry trip, relocation, or ministry-related project
- To raise year-end gift income every November/December

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 give
6. **Funding Letter Tracker** - record who received the letter, your follow-up actions, and gifts received

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.

Funding Letter Facts

- Average response to a funding letter is 5-7%. The more letters you mail, the more money you'll raise. Mail to a wide audience.
- 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.
- Funding letters are most effective in raising money for projects or special gifts (as in year-end funding) as opposed to long-term monthly support.

