

Purpose of a Year-End Funding Letter

To raise year-end gift income in November and December

Toolkit Materials Overview

The 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 Fall and Christmas Letter Templates** (optional) – Send attractive, professional-looking letters using these Word templates*.
3. **Model Year-End Funding Letter** (designed) – Use this version if you mailed an appeal for NSG previously and are appealing only for general ministry year-end funds. 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. **Model Year-End + NSG Funding Letter** (designed) – Use this version if you are asking for gifts for NSG and general ministry. Add your personal information, a ministry story, a photo, and your funding goals to this pre-written letter.
- 4a. **Model Year-End + NSG Funding Letter** (text only)
5. **Ultimate Funding Letter Checklist** – Ensure clarity and success by including the “Must-Haves”, along with the checklist’s other suggestions, in your letter.
6. **Giving Reminder Email Template** – Send ministry partners this email message to prompt giving.
7. **Follow-Up Phone Call Script** – Phone ministry partners to deepen relationships and personally invite them to give.
8. **Funding Letter Tracker** – Record who received the letter, follow-up actions, gifts received, and thank-you notes mailed.

**Important note: 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 any other program. Using a laptop or desktop computer, versus a tablet or web-based program, also simplifies modifying the templates.*

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.
- On average, one funding letter raises \$50.