

The Ultimate Funding Letter Checklist

Set Up

- Maximum two pages
- White space: one-inch margins, space between paragraphs and around photo
- Simple graphics and layout (avoid dark background and light text)
- Easy-to-read font (Times New Roman, Montserrat, Arial, Georgia) and point size (11+)

Funding Letter Must-Haves

- The Navigators logo or your Mission's logo (NavCentral > Spaces > Brand and Logos)
- Specific date (November 24, 2023)
- Greeting (Dear Friend, or Dear Bob and Bev,)
- Your first and last name printed on the letter
- Your contact information
- A clear financial invitation with a specific dollar amount (e.g., To be fully funded for 2024, I am trusting God for \$7,247 in special gifts by December 31.)
- Suggested giving amounts or a range of giving
- Instructions on when and how to give
- A Navigator commitment card and response envelope

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 showing how your ministry changes 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