

THE ULTIMATE FUNDING LETTER CHECKLIST

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 Essentials

- The Navigators logo or your Mission's logo (NavTeams/Spaces/The Navigators Brand)
- Specific date (April 16, 2024)
- 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—navigators.org/staff/NavID)
- A clear financial appeal with specific dollar amount (My funding goal is to raise \$9,247 in special gifts.)
- Suggested giving amounts or a range of giving (\$100, \$250, \$500, and even gifts of \$1,000)
- Instructions on **when** and **how** to give (To give, please go to navigators.org/staff/NavID, or use the enclosed commitment card and envelope. May I hear from you by [date—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 shows how your ministry is changing someone's life
- 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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