

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

Materials Overview

The Toolkit zip folder you downloaded includes these materials:

- 1. Overview** - Explanation of the funding letter materials
- 2. Model Letter** - 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, gifts received, and thank-you notes sent

Toolkit documents are **listed numerically 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 using 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 email giving reminder boosts giving results to 40%.
- Funding letters are most effective in raising money for projects or special gifts as opposed to long-term monthly support.
- Funding letters can be mailed every six months (spring/early summer and year-end).

