

Purpose of a Year-End Funding Letter

To raise gift income in November and December

Toolkit Materials Overview

The Year-End 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 Letter Templates** (optional) – Send professional-looking letters using these Word templates. (The templates are designed for Microsoft Word and can be used on a Mac or PC. They are not compatible with Publisher, Pages, or other programs.)
3. **Model Year-End Funding Letter (designed)** – Add your personal information, a ministry story, a photo, and your funding goals to this pre-written and designed letter.
- 3a. **Model Year-End Funding Letter Alternatives (text only)** – These model funding letters offer alternative verbiage to the standard model funding letter while including all components critical to a successful funding letter. Add the text from one of these model letters to the template of your choice.
4. **Ultimate Funding Letter Checklist** – Ensure clarity and success by including the checklist's suggestions in your letter—specifically the *Must Haves*. Letters qualify for MPD Made Simple prizes and incentives only when they include all *Must Haves*.
5. **Giving Reminder Email Template** – Send ministry partners this email message to prompt giving.
6. **Follow-Up Phone Call Script** – Phone ministry partners to deepen relationships and personally invite them to give.
7. **Funding Letter Tracker** – Record who received the letter, follow-up actions, gifts received, and thank you notes mailed.
8. **Thank You Note Sample** – Mail a hand-written thank you note to every ministry partner who gave a year-end gift.
9. **Spanish Materials**

Who should receive your year-end funding letter?

Everyone on your mailing list except those with whom you've held a face-to-face funding appointment within the last five months.

Funding Letter Facts

- The average response to a funding letter with no follow up 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.
- In 2024, on average, each funding letter sent resulted in \$53 of income.
- Average yield: eight letters for one gift.

