

OVERVIEW: USING THE **ANNUAL GIVER APPEAL** MATERIALS

Overview

- Some ministry partners give based on commissions, bonuses, harvest, etc., instead of monthly
- Some ministry partners prefer to give annually instead of monthly
- Track when and how much sporadic/annual partners give in your contact management system or manually, and use the **letter-call strategy** to invite them to give again

Materials Overview

The documents in the Annual Giver Toolkit are **listed numerically in the folder in the order they should be used**. Throughout, modify pronouns, ministry details, and financial information as appropriate. Replace bold text and brackets with relevant information, then change bold text to regular text.

The zip folder you've downloaded includes these materials:

1. **Overview** - explanation of the sporadic/annual giver appeal materials
2. **Model Letter** (a pre-designed PowerPoint version and a text-only version) - add your personal information, a ministry story, a photo, and the ministry partner's past giving to the version of the pre-written letter you choose
3. **AI Prompts** (short and long) - use AI prompts to craft a compelling, illustrative ministry story for your funding letter
4. **Ultimate Funding Letter Checklist** - ensure clarity and success by evaluating your letter against the checklist's recommendations
5. **Follow-up Phone Call Script** - phone your ministry partners 1-2 weeks after your letter goes out to invite them to give a similar or larger gift and deepen your relationship
6. **Giving Reminder Email Template** - send your ministry partners this email message immediately after your follow-up phone call to prompt giving
7. **Thank You Note Sample** - when a sporadic/annual gift is made or promised, mail a handwritten thank you note
8. **Annual Giver Tracker** - record your sporadic/annual givers to initiate ongoing gifts

Important note: The pre-designed model letter is a Microsoft PowerPoint file. It cannot be used with Word, Publisher, Pages, or other programs. The text-only version of the letter can be used with Canva or other design platforms. The MPD team does not provide support for design programs or platforms.

Opportunity for Deeper Relationships with Ministry Partners

Inviting ministry partners who give sporadically or annually to give again is a unique appeal. These partners are already aware of and support what you're doing in ministry. When asking them to give a gift similar to or larger than what they gave previously, it's important that you **affirm** their generosity and faithfulness, **thank** them for their partnership, and **cast vision** for why additional funding is imperative to effective ministry.

Funding Letter Facts

- Paper, not electronic, funding letters are most effective
- Following up your letter with a personal phone call and an electronic giving reminder will dramatically boost giving results

