SETTING YOUR FUNDING GOAL

To set the funding goal in your year-end funding appeal letter, consider

- Where you are financially
- Where you want to be financially
- Opportunities in the next 4-5 months that require additional funds

WHERE YOU ARE

A: If you're not fully funded, what is the difference between your fully funded monthly amount and your current average monthly income?

> Example: $5,875 (fully funded amount) - $4,950 (current average monthly income) = $925 monthly shortfall

B: Are you in deficit? Amount?

WHERE YOU WANT TO BE

C: How many months until you reach full funding? (The average monthly gift from a F2F when a $200/month ask is made is $125. Hold three F2F appointments for every $150 you need to raise.)

A (shortfall) x C (months to full funding) = **E** , the amount you'll need until you reach full funding

> Example: $925 = 7 F2F. You plan to hold 1 F2F per week beginning in January. At that rate, you will be fully funded at the end of February—two months.
>
> $925 x 2 = $1,850 (E)

UNIQUE OPPORTUNITIES

D: Are there ministry trips, conferences, etc. in the next 4-5 months that you must raise funds for? What is that amount?

E + B + D = Funding goal for year-end appeal letter

FOR CONSIDERATION

If you have at least six months' reserve in your account and don't feel compelled to raise year-end funds, does a teammate need a financial boost? Could your ministry location use the funds? Consider raising money for someone or something else!