

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

Toolkit documents are **listed numerically in the order they should be used**. The Toolkit zip folder you downloaded includes these materials:

- 1. Overview** - Explanation of the funding letter materials
- 2. Budget Planner** - Calculate the financial goal to list in your funding letter
- 3. Model Funding Letter*** - Add your personal information, ministry story, photo, and funding goals to this pre-written and pre-designed funding letter
- 4. Ultimate Funding Letter Checklist** - Ensure clarity and success by including these important items in your funding letter
- 5. Giving Reminder Email Template** - Send partners this email message 10 days after your funding letter goes out to prompt giving
- 6. Follow-Up Phone Call Script** - Phone ministry partners 2-3 weeks after your funding letter goes out to deepen relationships and personally invite them to give
- 7. Funding Letter Tracker** - Record who received the funding letter, your follow-up actions, gifts received, and thank you notes sent
- 8. Thank You Note Sample** - Mail a personal note expressing your gratitude to all who gave

*The model funding letter is a Word document and is compatible only with Microsoft Word. It cannot be used with Publisher, Pages, or other programs. 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.
- Following up your funding letter with personal phone calls and an email giving reminder boosts giving results to 40%.
- Paper, not electronic, funding letters are most effective.
- Funding letters are most effective in raising money for projects or special gifts as opposed to long-term monthly support.
- Funding letters may be mailed every six months (spring/early summer and year-end).

