

A sample letter

Opening paragraphs to those who already give regularly

Open with a personal note from one or both of the Giving Team co-leads:

Dear Bob,

Thanks so much for all the skills you brought to us this year by your work in the garden and your welcoming of new attendees. I trust that your holiday in Florida was memorable and that you enjoyed seeing your new grandchild.

Continue with a sincere and personal thank-you.

[YOUR TEXT]

Highlight some of the ways you are called to be the church.

[YOUR TEXT]

Tie the concept of giving to what the recipient already does:

You consistently and generously support this church with your time and talents, as well as your treasure.

Opening paragraphs to those who do not yet give

After opening with a personal note from one or both of the Giving Team co-leads, welcome these people into being part of your community, however they choose to contribute time and talent.

Dear Linda,

Thanks so much for all the skills you brought to us this year by volunteering at the Christmas pageant. I trust that your holiday out west was memorable and that you enjoyed your post-Christmas rest.

Highlight some of the ways you are called to be the church.

[YOUR TEXT]

Invite them to consider deepening their relationship with God's mission by becoming a regular giver to the ministry of your congregation.

[YOUR TEXT]

Encourage them to return the intention card, whatever the amount they choose to give. Include a giving chart to aid in their decision-making. Point to how they can sign up for Pre-Authorized Remittance (PAR), for which you can include a sign-up sheet, or use a weekly or monthly church envelope.

[YOUR TEXT]

The rest of the letter, for all recipients

Thank you for your previous contributions to the ministry and mission of our parish.

Invite the recipient to increase their gift (and to sign up for PAR if they are not already on it). Be clear what ministry is possible with more support. Use wording such as this:

It is great to have your presence in our congregation. We also appreciate your generous financial gifts, which support the life and work of Midtown Anglican, in Ourtown and beyond. Thank you!

We cannot say thank you enough for all you do to make our ministry possible here at Midtown Anglican. You consistently and generously support God's mission with your time and talents, as well as treasure.

As a faith community, we have responded to the call to be the church in the past year by [NEW TEXT]

And we have plans for the coming year, such as [NEW TEXT]

This year, we want to encourage you to try/continue pledging (knowing that this is an intention that may change due to future circumstances). We firmly believe the spiritual discipline of pledging and giving strengthens our relationship with God's mission and how we embody that through the ministry of our parish.

To assist you in making an informed and prayerful decision we include...

End with a list of the enclosures, and with a well-meant closing:

[YOUR TEXT]