



***EVERY GIVING
LETTER YOUR
CHURCH NEEDS***

VANCO
FAITH

INTRODUCTION

Building a solid giving program is key to the long-term health of any congregation, but few church leaders relish the thought of asking for donations. To help you and your leadership team get out this important message, we built **35 message templates** that will show you how to communicate with members about nearly every type of giving occasion.

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THE ANATOMY OF A STRONG APPEAL



1 Give the Right Address

Imagine if you received an appeal, only to have your name misspelled. Attention to details matter, especially when sending direct mail. Your opening address should include:

- The full mailing address of the sender.
- The date you wrote the letter (or when it might reach recipients).
- Recipient's name, title and address.
- A salutation.

As for how to write stewardship letter addresses, this depends on why you're sending letters. For example, new donors necessitate more formal language, such as "Mr., Ms., Mrs." or "Dr." You may also wish to include corresponding professional accolades, such as J.D., M.D. and so on.

With a formal ask, formal writing is better. If your appeals are more sentimental, a personal touch goes further. Instead of a formal address, consider using "The Smith Family" or even first name references.

2 **Express Gratitude**

Following the address and salutation, it's time for your opening statement. This is the first paragraph in any letter, and for appeal letters, it's vital. Your opening statement needs to characterize the rest of your ask.

When drafting your opening statement, you want to communicate a few different details:

- New projects or mission goals to explain why you're asking.
- Gratitude for past donations (for recurring or repeat donors).
- Urgency and importance, depending on current events or must-haves for the church.

Your opening statement must be clear, factual, specific and brief. To ensure the letters resonate with recipients, you must explain why you're asking for donations as simply as possible.

Your opening statement is all about expressing gratitude to current or past donors. Your appreciation needs to be genuine while encouraging more giving. Keeping everything factual and specific entices donors to continue (or even increase) their giving.

A good opening statement could follow different formats or styles. Here are some ideas for church fundraising below:

- Strong emotional appeal with an anecdote.
- Factual results of how donations helped this year.
- Dramatic consequences of underfunding (what the church might lose).

Any one of these examples fits well into an opening statement. You can provide further detail for donors (based on donor type) in the rest of the body text. The body text helps explain what donor stewardship supports.

3 **Explain What Fundraising Supports**

After the opening statement comes the body of the letter. This section should stay on topic and remain brief. The point is to avoid losing donor interest while justifying your need or the narrative from the opening statement.

This justification is critical for both first-time and repeat donors. If worded correctly, you can generate more stewardship and increased gift totals. The wording in your explanation needs to incorporate a few key elements:

- Individual, personal language for each congregation family or member.
- [Second person voice](#) for even more personal impact.
- Storytelling elements that include the problem, ongoing changes and potential resolution.
- Concrete results possible from increased stewardship offerings.

Focus on the congregation, not the church. Readers can easily detach from the personability when they think of a larger group or a simple building. Grounding your explanation in sentiment and community reaches deeper than offering a generic need.

The more personal and sentimental the justification, the more likely your donors will respond. The last thing donors need is excessive detail or something that feels manipulating. Overwhelming recipients with too much drama will come across as inauthentic.

4 Describe the Church's Financial State and Need

Your body paragraph should also include a description of the church's financial state. This description can inspire donation through sheer simplicity. If worded correctly, it can offer motivation for reluctant donors.

Personal mentions of past gifts and the results they produced can encourage donation increases. Sending letters to members who have never donated is also important.

Recognizing that every member comes from different financial means is important. The best thing to do when asserting the church's need is to highlight that every dollar counts.

If targeting affluent members who have not yet given, avoid pushing too hard. Instead, consider [statistics](#) about the percentage of donors who do or don't give.

5 Make the "Ask"

After providing specific, factual details in your explanation, it's time for the ask. This is either a second body paragraph or where donors choose how much they give. You can list suggested contribution amounts and remind them (again) what they give matters. Explain how their donations support the mission and the congregation.

Your suggestion for the ask portion can include any of the following elements:

- Numbers in graduated amounts.
- Flexible payment options (monthly or annual).
- Flexible payment methods (debit card, credit card, checking/savings account, ect.).

Your reminder can even specify that their contributions set the literal budget. Focus less on the negative aspects of this. Instead, speak to hopeful goals for the future.

6 Focus Forward with Church Mission Goals

Focusing on the future offers more inspiration for your congregation. You can extend the ask portion of your letter to include concrete financial targets. If your church needs expensive equipment or adornment, this is the space to explain why.

This should be your final paragraph. The contents of this section are the “why” for your ask. Although your opening statement and explanation introduce the need, the closing statement closes the loop. For current donors, include a final note of gratitude—remark on how contributions lead to new developments for the church. Feel free to encourage an increased donation for bigger and better changes in the future.

First-time donors can respond well to this section. If a sentimental opening statement did not hit home, future growth might. Some donors respond to immediate needs, while others want to look ahead.

Highlighting how new donations enrich the community can inspire long-term members to donate more. This can make new members feel valuable. It might also inspire their dedication to other efforts for the congregation’s future.

7 Close Them Up

The closing of your appeal needs to tie everything together. It should also integrate everything you’ve mentioned previously. Use sincerity and your official title when closing.

Whoever drafts and signs the letter should be in a position of authority, such as a pastor or lay ministry leader. Make sure the name is recognizable, as this inspires further emotional connection for the congregation. When donors connect a face and person with an ask for aid, they tend to care more.

When closing, highlight the need and appreciation one last time. Then, make sure to provide necessary contact information for anyone who may have questions.



SAMPLE GIVING APPEAL MESSAGES

Generating your own giving appeal isn't easy. That's why we've created samples for nearly every occasion. Feel free to use them as a source of inspiration. Or you can use our samples as templates for your letters. If you're using the samples as templates, simply enter your church's unique information within the brackets. Then remove the brackets.

#1 Sample: General Sample Appeal Message



Dear **[Personalized Salutation]**,

Last spring, every aspect of our lives changed drastically—how and where we could work, eat, gather, serve and worship. Buildings closed, but clergy and parishioners at **[Church]** stepped forward to assure ministry continued. Through activities such as **[cite examples]**, we responded, in both word and action.

This year reminds us that financial support, in the form of a pledge to the Operating Budget of **[Church]**, is vital to carry out the church's work. Whether we gather for worship inside our building, in our parking lots or online, we continue to be the body of Christ through our ministries, our witness and our care for one another.

We cannot know what lies ahead of us, but we remain confident in the assurance of God's abiding and steadfast love. Because of your generous and faithful gifts, our church can keep doing what love requires of us by nurturing life-giving, joyful ministries both inside and outside the walls of our congregation.

Nearly all members of **[Church]** make an annual financial pledge. Some members tithe, committing ten percent of their income to the work and missions of our church. Others give proportionally by committing a certain percentage. Still others give as they are able.

What is most important is that everyone supports in the form of a financial pledge. We ask that you prayerfully consider how you might contribute.

Included with this mailing is a pledge card for **[year]**. Please join others in our congregation by making a financial pledge by **[Date]**.

If you have any questions or would like to further discuss making a financial pledge to **[Church]**, please don't hesitate to get in touch.

Faithfully,
[Clergy or Lay leader]

#2 Sample: Churches Facing Significant Challenges



Dear **[Personalized Salutation]**:

As you're all aware, the year has presented this church with many challenges. To continue our core work, leadership has reevaluated existing programs as well as some planned for the upcoming year.

Many of you have been negatively affected by events nationally, statewide and at the local level. Even the uncertainty of these events can produce a hesitancy to do more than you're doing.

Remember that God "loves a cheerful giver" and that "where there is a willingness," no gift to the Lord is too small. That's true whether through monetary giving or volunteering your time.

This church would like to continue the following programs in the coming year... **[share programs]** To run these programs in the way they should be run, the church needs to generate **[target amount]** in revenues.

It's the purpose of this leadership team to reach out and encourage you to keep doing what you're doing. Also, please keep in mind how **[notable issue]** has affected some of your fellow members.

Please consider raising your contribution in the year ahead if you can afford to do so. This can relieve pressure on other members and ensure these worthwhile programs can continue to serve the community.

Sincerely,
[Church Leadership]

#3 Sample: Churches Without as Many Challenges



Dear **[Personalized Salutation]**:

The previous year has presented many churches with challenges. Through it all, God has blessed us, in part, no doubt, to this congregation's generous spirit!

To continue the core work we do and expand efforts into the upcoming year, leadership has determined a monetary need of **[target number]**. If this congregation maintains its previous year giving and raises contributions by **[x percent]**, this goal is certainly within reach.

This church would like to continue the following programs in the coming year... **[share programs]** It's also the leadership's desire to launch **[share programs]**.

Please consider the growth this church has experienced due to the generosity of members like you. If the goals outlined above can be met, and with God's help they can, then next year will be even better.

Sincerely,
[Church Leadership]

#4 Sample: Launching Electronic Giving



Note: *If your church accepts donations by credit or debit card—KEEP the bracketed phrase that pertains to credit and debit card processing. If not, simply DELETE the phrase.*

Dear **[Personalized Salutation]**:

[Church Name] is pleased to announce the introduction of an electronic option for making regular offerings. Contributions can now be debited automatically from your checking or savings account***[or processed using your credit or debit card]**. Our new electronic giving program offers convenience for you and provides much-needed donation consistency for our congregation.

If you are currently giving on a weekly basis, you will no longer need to write out 52 checks a year or prepare 52 envelopes. And, when travel, illness or other circumstances prevent you from attending services, this program will allow your weekly offerings to continue on an uninterrupted basis.

Sincerely,
[Church Leadership]

#5 Sample: Electronic Giving Reminder



Note: Customize this message by *KEEPING* only the description of electronic giving methods used by your church and *DELETING* the others.

Dear **[Personalized Salutation]**:

[Church name] wants to remind you that we offer electronic giving as a way to automate your regular weekly offering. Electronic giving offers convenience for individual congregation members and provides much-needed donation consistency for our congregation.

Direct debit giving is used to automatically transfer funds from your checking or savings account to the church's bank account.

Credit and debit card giving allows you to make offerings automatically on a pre-determined schedule using a credit or debit card.

Online giving allows you to go to **[Church Website Address]** at any time to set up an automatic donation plan, change your donation plan, make a one-time donation or view your online donation history.

As you contemplate future contributions, please consider electronic giving.

Sincerely,
[Church Leadership]

#6 Sample: Pledge Drive Letters



When creating a pledge drive appeal, there are a number of guidelines you should follow. We cover them at length in this [blog post](#) as well as dissecting another example letter. This will show you how you can craft the perfect appeal, or you can use the more basic template below.

Dear **[Personalized Salutation]**:

As **[Church name here]** prepares for a new year, it is important to know what support we can depend on from our congregation members. By knowing what you are willing to commit financially, we are able to better plan for the future. Please consider setting up a recurring giving plan. Automating your financial commitments means your contributions will be received on a steady, uninterrupted basis.

To set up a recurring giving schedule, visit us online at **[Insert Church Website]**, locate the Online Giving button and set up your recurring giving schedule. The first time you give, you will select a password that will enable you to log in at any time and make changes to your giving or view your complete online giving history.

Sincerely,
[Church Leadership]

#7 Sample: Easter Message



Dear **[Personalized Salutation]**,

We hope you are having a wonderful Lenten season! Ahead of the holiday, we're getting in touch to thank you for the support you've given the church. We hope we can continue to depend on your generous gifts this Easter and beyond.

It's through your contributions that we're able to carry on important work both spiritually and in our community. For your convenience, we offer eGiving options that allow you to contribute when and how you prefer. You don't have to remember cash or your checkbook to support our special Easter fund, which helps us collect donations for **[your cause]**.

Show your support this Easter and try one of our eGiving options. You'll find that donating through [online giving, text and our mobile] are secure, fast and easy to use. Simply visit **[church website]** to donate online. Thank you for all you do to support our mission during Easter and throughout the year.

Sincerely,
[Pastor's or clergy's name]

#8 Sample: Easter Email Sample Template



Subject Lines:

Option A) Can We Count on Your Support This Easter?

Option B) Without You, We Would Never Be Able to Make Such an Impact.

Preview Text:

An important message from [your church name].

Hello [Name],

This is [name and title] from [church name] wishing you a happy Easter! As you know, we have a special Easter service planned for [date and time of Easter service].

We thank you for your support. It is only through your contributions that we're able to deliver services and carry out the important spiritual work within the church and beyond.

We hope we can continue to count on your generous support this Easter. Because of you, we're able to make the impact we do.

Looking to support us in our mission?

Click here [link to giving page] to contribute.

Thank you so much for supporting [Church Name].

Sincerely,

[Pastor's or clergy's name]

#9 Sample: Christmas Giving Letter



Dear **[Personalized Salutation]**:

In this season of gift giving to family, friends and those less fortunate, we hope you will also consider your gift to **[Church Name]**. It is through the donations of every individual and family in the congregation that we are able to carry on our work. You can use our eGiving option for both regular offerings and one-time gifts. To help us achieve a more consistent level of funding, we encourage you to use electronic giving for your regular offerings. Please contact the church office for details.

Sincerely,
[Church Leadership]

#10 Sample: Christmas Giving Letter



Dear **[Personalized Salutation]**,

We've come to the close of another year together. There's no denying this was a difficult year for all of us. Yet, we're so glad that you remain a steadfast member of our church family. As the Christmas season approaches, we find it's a good time to try to call to mind some of the blessings we've experienced this year, despite its many trials and tribulations.

Wasn't it lovely to resume in-person service this October? With all the precautions we've been taking, it's been absolutely heart-warming to come back together as a church family. Several of our volunteers have banded together to create a safe, clean environment for our families to worship in.

In the coming year, we'd like to continue to come together in even more ways. In an effort to update our sound system, we're planning to install new microphones and recording devices to livestream our services. We come to you today asking for your support.

We want to expand how our members can engage in service and continue to offer virtual options to those who wish to use them. As you consider your part in this effort, remember, no donation is too small. All contributions will be lovingly accepted.

You can visit our church website, **[insert church website]** to easily donate. You can, of course, also drop checks at the church office or in our weekly offering plate. If you don't mind designating somewhere that this is for our future livestreaming services, then we'll be able to easily earmark each donation to the appropriate campaign.

What better way to kick off the new year than with a firm resolve to come together every Sunday, no matter life's circumstances. Perhaps we can even use these livestreams to share the Word of God beyond our church doors and into the hearts and minds of those around us.

Thank you for your time and attention in this new endeavor. And, if finances are tight in your home this year, you can still contribute in other ways. For example, if you have technical expertise, we'd love to have you with us when it's time to install the new equipment.

Either way, all contributions will be lovingly accepted. Please feel free to reach out to me after service or call the office with any questions you may have.

May the Lord continue to bless you this holiday season,

[Church Leadership]

#11 Sample: Christmas Giving Letter



Dear **[Personalized Salutation]**,

Although this holiday season might look a little more unique than years' past, we'd still like to send you our warmest Christmas greetings as we reflect upon our many blessings.

In this last quarter, we've been able to feed hundreds of needy families in the area with our current food pantry. This is due entirely to your contributions, whether they be financial or donations of time.

In the coming year, we'd like to continue to give back to our local community. Many families continue to struggle in the current economy. It is our goal to expand our food pantry and, ultimately, install a professional-grade kitchen. We come to you today asking for support.

We believe that if we can begin cooking on a regular basis for local families in need, we can extend our outreach and introduce the love of Christ to countless new people. As you consider your part in this effort, remember, no donation is too small. All contributions will be lovingly accepted.

You can visit our church website, **[insert church website]** to easily donate. You can, of course, also drop checks at the church office or in our weekly offering plate. If you don't mind designating somewhere that this is for our kitchen expansion, then we'll be able to easily earmark each donation to the appropriate campaign.

What better way to kick off the new year than with a firm resolve to give back to our local community, especially into the lives of those who are suffering. It is our goal to not only provide physical nourishment, but spiritual nourishment, too.

Thank you for your time and attention in this new endeavor. And, if finances are tight in your home this year, you can still contribute in other ways. For example, if you have construction expertise, we'd love to have you with us when it's time to install the new kitchen appliances.

Either way, all contributions will be lovingly accepted. Please feel free to reach out to me after service or call the office with any questions you may have.

May the Lord continue to bless you this holiday season,

[Church Leadership]

#12 Sample: Christmas Giving Letter



Dear **[Personalized Salutation]**,

Christmastime has come again. And what a remarkable year it has been. We've seen church families band together with such fortitude and grace, it's enough to make us want to shout from the rooftops.

With the wonderful example that's being set by parents all throughout our church, we'd like to use the new year to focus on the expansion of our youth program. Because of their families, children are learning the power that comes from trusting in God in tenuous times.

It is our goal to expand our youth program and offer a wealth of new activities in the coming year. With a new curriculum and new activities to help our children grow in the love of Christ, we'd like to direct our efforts toward a new van to transport our children safely from activity to activity.

We believe that if we can secure safe transportation, we can broaden our children's horizons through future retreats and volunteer opportunities. As they watch their parents give back to one another, we'd like to open the doors for our children to do the same out in the community. As you consider your part in this effort, remember, no donation is too small. All contributions will be lovingly accepted.

You can visit our church website, **[insert church website]** to easily donate. You can, of course, also drop checks at the church office or in our weekly offering plate. If you don't mind designating somewhere that this is for our youth group van, then we'll be able to easily earmark each donation to the appropriate campaign.

What better way to kick off the new year than with a firm resolve to offer new fellowship opportunities for our young adults and teach them the importance of giving back? Together, we can raise new generations that will share the love of Christ wherever they go.

Thank you for your time and attention in this new endeavor. And, if finances are tight in your home this year, you can still contribute in other ways. Perhaps you'll be available to chaperone one of these future volunteer events.

Either way, all contributions will be lovingly accepted. Please feel free to reach out to me after service or call the office with any questions you may have.

May the Lord continue to bless you this holiday season,

[Church Leadership]

#13 Sample: Christmas Giving Email



Hello—

As we enter the Christmas season at **[Church Name]**, we want to take a moment to express our gratitude for the generous gifts we receive this time of year.

Your support throughout the year makes our work possible, but during the holidays, we are especially aware of your generosity and how it benefits our community.

While you are planning your seasonal giving, we have a suggestion to offer: Consider making your gift using our electronic giving tools. Giving on our church website **[Insert other eGiving tools you use here]**, is easy, convenient and reduces work on our staff and volunteers.

Go to **[Church website]** today to learn about all the ways you can give and why eGiving is an important part of our finances. And while you're on the site, you can plan ahead for next year by setting up your regularly scheduled gifts to be recurring throughout the year.

Thank you once again for your continued gifts. Wishing your family a blessed Christmas,

[NAME]

#14 Sample: A Special Letter for Holiday Visitors



Dear **[Personalized Salutation]**:

During the holiday season, we extend a warm welcome not only to our current congregation members, but also to their families and friends and to former members of our congregation.

No matter where you live now or how infrequently you attend services, many of you probably have your religious roots here or regard this congregation as your religious home. If you are not making regular donations, we hope that that you will consider contributing to the support of our congregation. Your donations now and throughout the year are needed and greatly appreciated.

Consider electronic giving. **[Detail your online giving options and provide instructions on how to give through them]**. The church offers a convenient electronic giving option that allows donations to be made on a scheduled, automatic basis. We highly recommend this method of giving for visitors, former members and others who wish to support the church on an ongoing basis.

Sincerely,
[Church Leadership]

#15 Sample: Holiday Message to Members



Dear **[Personalized Salutation]**:

As you contemplate donations this holiday season, please keep **[Church Name]** in mind. Your contributions are needed for everything from special programs to basic operating expenses—both are deserving of your support. Please be as generous as you can this holiday season and in the year ahead. For the convenience of church members, we offer electronic giving. Contact the church office for more information **[Add details for contacting the church office, such as phone number]**.

Sincerely,
[Church Leadership]

#16 Sample: Message to Ward Off the Summer Giving Slump

When your members go on vacation, their donations often go with them. That's why it's important to be proactive about your messaging before summer starts. This message below will help.



Dear **[Personalized Salutation]**:

Would you find it helpful to have your offerings debited directly from your credit card as you probably do with other obligations? **[Church Name]** offers eGiving for those of you who wish to have contributions transferred electronically to the church's account. If you have plans to travel this summer, eGiving offers you a convenient way to keep up with your intended offerings. Simply visit our website **[URL]** to give online.

Sincerely,
[Church Leadership]

#17 Sample: Fall Pledge Drive Message



Dear **[Personalized Salutation]**:

It's that time of year again. The busy summer months are slowing down, the weather is getting colder and **[Church Name]** is ramping up for our fall stewardship drive. Many of our members make increased contributions during this time, and we appreciate your gifts.

During our fall drive this year, **[Church Name]** reminds you that there's an easier way to give. eGiving is a fast, secure way to make donations.

With eGiving, you can give in the moment without writing a check or preparing an envelope. Make a one-time stewardship pledge or set up recurring payments using your bank account, debit or credit card. In just a few seconds, you can make a pledge that helps keep our doors open and fund important projects.

To learn more, visit **[Church Website]** or call the church office.

We thank you for your continued support of our mission and appreciate your generosity!

Sincerely,
[Church Leadership]

#18 Sample: Year-End Giving Messages



Dear **[Personalized Salutation]**:

In the course of year-end tax planning, you may find yourself considering special one-time donations. There is a growing trend among donors to make online contributions to their favorite organizations during the final week of the year. As you contemplate year-end gifts, please keep **[Church Name]** in mind. We welcome your donations through the online giving page on the church website at **[Church Website Address]**.

Sincerely,
[Church Leadership]

#19 Sample: Community-Oriented Church Appeal



This year-end giving letter template is a great choice for churches with a relaxed, approachable vibe.

Dear **[Name]**,

We're so grateful for your faithful support of **[Church Name.]** Just last **[week, month, etc]**, we heard from Sarah, a new church member. Sarah shared with us that **[describe her situation and how the church helped]**.

And Sarah isn't alone. This past year at **[Church Name]** has been busier than ever as we've been blessed with tremendous church growth. Our online worship services have been incredibly successful, attracting even more attendees than our in-person services last year! As well, more than 10 new virtual small groups have formed, where seekers have found faith-based friendships at a time when they need it the most.

Amazing developments like this wouldn't be possible without supporters like you. This holiday, we invite you to continue partnering with us as we reach out to our city with God's love. Please pray about making a year-end gift to our work - it's as easy as sending a text or downloading our app.

Your support means so much to us. Thank you.

Blessings,
[Your Name and Title]

#20 Sample: Mission-Oriented Church Appeal



This year-end giving template takes a more formal tone, with a focus on outreach and mission.

Dear **[Name]**,

When Josh came to us at the beginning of this year, he felt like he was out of options. **[Describe Josh's story and how the church's ministries impacted his life.]**

Josh is just one of the many people whose lives have been impacted by **[Your Church's ministry]** this year. Despite several challenges, we've seen a [15% increase in ministry type] participants, plus more engagement in **[ministry area]** than ever before. Clearly, there are wonderful opportunities to share God's love hidden within this difficult time, and **[Church's Name]** seeks to meet them.

As this year comes to a close, we're asking for your continued support as we care for the vulnerable in our city both spiritually and practically. Please consider making your year-end gift to **[Church's Name]** through our online giving page **[insert church website]** or through our free, secure church app.

With prayers of gratitude,
[Your Name and Title]

#21 Sample: Year End Contribution Statement Letter



Although this type of letter isn't necessarily required for churches to provide, it is a good idea. It shows your church's appreciation for gifts given throughout the year, and it helps members to be better stewards of their own finances by helping them with tax write-offs.

For more information on how to craft your church's year-end contribution statement, check out this [link](#). We provide detailed instruction to help you get started.

Dear **[Personalized Salutation]**,

We are humbled by your financial and intangible contributions to our community this year. Our mission continues to impact our neighbors through our low-barrier practices and willingness to put our hands together to provide. This work would not be possible without every single member of our congregation.

Because of your compassion and understanding, we've been able to accomplish some vital work:

- Remodel the front and back entrances to be accessible for all abilities.
- Began a community garden.
- Connected with homeless services to provide intermittent shelter during code purple (below 32 degrees).
- Provided child care for low-income families in transition.

On the back page, you will find donation data for tax purposes. We are very fortunate to have your support this year, and we look forward to serving our community together next year.

Our year-end campaign information will be available on our website and via newsletter. We are aiming to finish the month of December with a goal of \$10,000. With your continued support, we can keep integrating our community so that no one goes without.

With gratitude,
[Your Name and Title]

#22 Sample: Mission Trip Support Message



Dear **[name of person or family]**,

God has presented me with an amazing opportunity. This spring, I have felt the pull in my heart to go on a mission trip to **[your destination]** through **[name of church]**.

Following the will of God, I will be there during the summer from **[date to date]**. We will be staying with **[name of the place]** and partnering with them to share the healing love of Jesus Christ.

During our stay, we will take on numerous tasks. Some of these include hosting vacation Bible school, connecting with others, construction on the church and other acts of evangelism.

I am bursting with excitement and intent to carry out God's good intentions. I know that the experience will serve not only those in the community I am venturing to but myself as well. I hope to learn how to further the mission at home and bring back tales of how I have seen God work.

As I have expressed to you, God is calling me on this journey. I ask that He bless us with the strength and support to take on the role of spreading His word. If you feel so called, I ask that you send your support as well.

The biggest blessing that you can provide would be to include my team and me in your prayers. We ask that you pray for our safe travels, open hearts, the community and for each day to come with the chance to plant the seed of faith.

In addition, I will need to raise **[a dollar amount]** before **[date]**. If you find it in your heart and can support me financially please know that it will be used to support those in need.

I will be taking donations online for your convenience at **[church URL]**. These are tax-deductible donations.

I want to thank you for your support in each way. You can keep up with my mission at **[link to blog]**. I intend to keep this updated with our activities as I am so able.

In Christ,
[Your name]

#23 Sample: Mission Trip Support Message



Hello **[name of person or family]**,

I'd like to share with you a challenging yet important opportunity that has been given to me. Our Lord and Savior has called me to go on a mission trip to **[your destination]**. As you may know, I am currently studying at **[school]** and will be wrapping up my junior year this spring. During my break, from **[date to date]** I will be traveling with **[name of the organization]**. I have included a photo of our team so that you can see just who God has chosen to carry out his mission.

[Why you have been called to do so.] (Background on destination.)

During our time in **[destination]**, we will be carrying out the many tasks that help to spread the word of God. Hosting services, completing repairs on the church, fostering connections and other acts of evangelism will be some of our day-to-day activities.

Our team asks that you keep us in your prayers as we try to lead as many souls to God as possible. Being a prayer partner is the most effective way that you can stand by us during this time.

Each person is responsible for raising a certain amount to get us there. Please also keep us in your prayers so that we are each able to achieve this goal. If you would like to help us get there, we are taking donations by cash, check and online **[Church URL]**.

Know that any donation you feel so-called to make will be accepted in grace and love. Your money will be used to support our mission in terms of travel, lodging, food, supplies and additional acts of evangelism.

We will be having a get together to send us off on this adventure on **[date and time]**. I ask that you come to celebrate this amazing opportunity that God has given us.

God Bless,
[Your name]

Matthew 21:22 "And whatever you ask in prayer, you will receive, if you have faith."

#24 Sample: Mission Trip Support Message



Hi **[Donor's Name]**!

Over the course of 2020, our church strived to achieve the mission of not letting families go hungry for Thanksgiving. With over \$5,000 in donations, over 250 families were able to celebrate the season with full bellies.

We want to make this dream possible again. If you're able to donate only \$20, a family will have a hot meal delivered to them for the holidays. It's important that we receive this donation by the end of the month so we can ensure as many families as possible are fed!

Donating is easy – you can send a check or cash through the prepaid envelope. You can also donate through **[website address]**.

Thank you for your time, kindness and for trusting us to put your donation to good use! Without your continued support, our church wouldn't be able to accomplish these acts of charity.

We hope you have warm holidays ahead.

Sincerely,
[Your Signature]

#25 Sample: New Church Visitor Follow-Up Message



Hello **[name of visitor]**!

We were so thrilled to have you join us at our service on Sunday! Life can get so busy sometimes. But making time for Christ, especially around the holiday season, is so important. We believe there is nothing quite so great as being a member of a supportive church congregation.

At **[name of church]**, we strive to give back to our community and spread the word of Christ to our neighbors. **[Include a note about any special charities or programs your church leads, like food pantries or holiday fundraisers].**

You're invited to drop by our offices any time for a visit or to join us next Sunday for our weekly service. You can also connect with us and the congregation through our **free mobile app**. If there's anything we can do to be of service to you, don't hesitate to reach out.

Sincerely,
[Pastor's or clergy's name]

#26 Sample: New Church Visitor Follow-Up Message



Dear **[visitor's name]**,

Greetings! I am so glad that you chose to join us this past Sunday for our service. I believe that there has never been a better time to serve Jesus and receive the word of Christ. I hope that you found your time with us to be inspirational and meaningful, and perhaps even challenging. We certainly enjoyed having you join us.

The Bible tells us to, "Make the most of every opportunity." While opportunities come and go quickly, it is so important to grab onto the ones that mean the most. Spending your Sundays in worship is an easy way to grasp an opportunity to welcome God into your life. We hope that you'll continue to join us as we welcome life's opportunities together.

Besides attending our weekly services, you are also welcome to stop by our offices any time for a visit and a chat. You can also connect with us and the congregation through our free mobile app. If there is anything we can do to be of service, please let us know. We hope to see you again soon!

Sincerely,

[Pastor's name, printed]

[Pastor's signature]

#27 Sample: New Church Visitor Follow-Up Message



Hello **[visitor name]**!

I wanted to personally send you a note and say thank you for joining us this past Sunday! I hope you felt truly welcomed!

Visiting a new church for the first time can be awkward. But taking that leap is a wonderful chance to find a space where you feel cherished and supported. If you give us a chance, I know you'll discover how wonderful our congregation is.

Our staff is always here to help if you have questions or find yourself in need of prayers. For more information about our church, our services, or our staff, please visit our website at **[website URL]**. You can also call or text me personally with questions at **[pastor's phone number]**. I look forward to seeing you again soon!

Best,
[Pastor's name and contact information below]

#28 Sample: New Church Visitor Follow-Up Message



Hello!

We hope this note finds you and your family healthy! I wanted to personally take a moment to thank you for attending our **[virtual service/drive-thru service]**. While we can certainly say we've never done this before, tough times have called for new innovations. Now, more than ever before, we know that families and individuals need Christ and the support of the church community.

We're so grateful that you chose to take the time to attend our service. We don't know how long it will be before we can welcome everyone back in person, but we hope that you'll visit us then. In the meantime, we'd love for you to continue to attend our **[virtual services/drive-thru services]**.

Please visit our website to learn more about how we're reaching out during this time, and how you can stay connected.

Sincerely,
[Pastor's name]

#29 Sample: New Church Visitor Follow-Up Message



Happy New Year!

The end of the year is a magical time! After weeks of celebrating the holidays with those we love the most, we end the season by welcoming in a brand-new year. The beginning of the year is an important time. It's a chance to set new goals for a new year, and perhaps to let go of past sins that you're ready to overcome.

If you're setting New Year's resolutions, why not include God? Exercising keeps your body healthy while getting organized or perhaps learning a new skill is great for the mind. But don't forget your spirit. Attending church is a chance to not only hear God's word, but also a chance to connect with like-minded individuals and build a support system you can rely on all year long.

We invite you to join **[name of your church]** in the new year. **[Include information about upcoming services and invite new members to join you].**

Happy New Year, and hope to see you soon!

Sincerely,
[Church's name or pastor's name]

#30 Sample: Fundraising Message for a New Space



Fundraising for a new space is a big task. For this reason, it's important to craft appeals with all the appropriate details to get members in the community to contribute. We've detailed a few guidelines [here](#) to help you craft your own. Below is an example to get you started.

Dear **[member's name or names if addressing a household]**,

We hope this letter finds you and your family healthy and well! Because you are a valued member of our church family, we wanted to reach out to you about an exciting change that's coming to **[name of church]**.

As you already know, our congregation is growing. And as our family has grown, we've outgrown our space to worship. To continue welcoming new members and spreading the word of God, we need a little more room.

[Explain what you are planning, such as moving to a new space or adding on to your existing one. You can choose to keep it brief and mention that you'll be explaining more about your plans during your next service.]

In order to reach our goals, we need your help. We'll be hosting a number of events in the coming months to raise funds for **[our move/our new addition]**. We hope that you and your family will join us and invite friends to join in the fun as well.

If you have any questions about our future plans or fundraising efforts, please feel free to reach out to **[include a contact person and their phone number or email address]**.

We hope to see you on Sunday!

Sincerely,
[Pastor or clergy's name]

WRITING GRANT PROPOSALS

A person is shown from the chest down, wearing a light-colored button-down shirt. They are sitting at a desk, writing in a spiral-bound notebook with a yellow pencil. To their right is a silver laptop. In the foreground, a pair of glasses and a colorful pie chart are visible on the desk. The entire scene is overlaid with a semi-transparent purple filter.

Almost a third of nonprofit funding comes from government grants. There are also tons of private grants available for churches as well. That's why churches looking to fund big initiatives shouldn't overlook grants.

Unfortunately, applying for a grant isn't as easy as updating a template. There are several details and sections a church desiring a grant needs to fill out. To help you get started, we built a guide you can use right [here](#).

THANK YOU MESSAGE GUIDELINES

When it comes to donations, there should be a greater standard of appreciation given to the congregation. Churchgoers work hard for their money. As such, the act of giving a portion of their livelihood to support the parish should not go forgotten.

It is important to take the time to craft a thoughtful and meaningful thank-you letter to congregation members. Here are just a few guidelines to follow.

1 Be Grateful

While it may seem like a no-brainer, the gratitude aspect of a thank-you note is often glossed over. Don't forget why you are sending this note in the first place.

Keep in mind that the purpose of the note is to thank your donors—not to ask them for any more money. Focus on the cause at hand, and how their generous contribution played a role in this. Do not try to solicit any further donations or even address any upcoming events in which fundraising will be required.

Focus the purpose of this letter on simply expressing gratitude. There will be plenty of other opportunities for soliciting donations.

2 Be Genuine

One of the most important aspects of a successful church member thank-you letter is the authenticity of your message.

It's important to take your time with this. Sit down and carefully mull over your words. Think back on the year, and how much these donations have played a role in the livelihood of the church. Use this to inspire you and build on that gratitude.

You want to come across as heartfelt and thoughtful, but not cheesy. You do not want to sound like you simply pulled from inspirational quotes to develop your letter.

Speak from your heart and keep your words as true to that as possible. Don't be afraid to throw emotion into it.

Upon reading your message, the congregation will know it came from a genuine place and cherish it.

3 Be Specific

Along the same lines as authenticity, it is important to be specific in your thank-you letter. This lets your members know the letter came from your heart. It was not downloaded and printed from an online source.

Though you might use a thank-you letter template to build from, the actual wording should be specific enough to resonate with your congregation.

If you are writing to an individual donor, be sure to address them directly. Let them know how much their contribution is appreciated.

If they requested their donation go to a specific cause, touch on this. Include details on how their money will help this cause.

4 Be Personal

Each thank-you letter to church members should make them feel valued.

Overarching summaries are acceptable for the introductory or concluding sections of the letter. But to really connect with your members on an individual level, you must include personal elements.

To achieve this, include information that is specific to your church population.

Reflect on the value your congregation adds to the community. Reference specific elements of their support that you are most thankful for. Quotes or stories may also be helpful here to really convey the personal nature of the letter.

If you are writing to the entire church, it can be good to include personal elements about the audience or the greater community.

This is something commonly seen by professional [athletes after they are traded](#) by their long-time team. Even though they are addressing a city with a huge population, they usually still manage to make it personal and heartfelt.

If writing to an individual donor or group of donors, address them by name. This should be in the same manner you customarily address them.

5 Remind Donors of How Their Generosity Directly Benefited the Church

Besides highlighting the actual efforts of your churchgoers, you should also identify what specific impact these donations made.

Give concrete examples of how their donations of hard-earned money made a positive difference in the church. This will validate their actions and inspire more donations moving forward.

6 Write in Your Church's Voice

Your letter should sound natural. Templates provide a solid base for your church member thank-you letter. However, they should serve as just that—a foundation.

It's up to you to make the letter your own. It's best to keep it consistent with the language and tone of voice that your congregation is used to hearing from you.

In addition, this letter should speak at the same level of formality as any other communication. This way, they know it feels familiar—and again, genuine.

After completing the letter, be sure to reread it out loud. In addition to checking for spelling or grammar errors, use this opportunity to check your tone.

7 Keep It Short

Though there is a lot to address in your thank-you letter, be sure to avoid making it too lengthy. The purpose of the thank you note is to express gratitude. This can be accomplished in a few well-thought-out paragraphs.

Reading the letter should not seem like a chore to your donor. Keep it short and sweet to have the best effect.

#31 Sample: Thank-You Message Example



Dear **[name of church]** family,

On behalf of the entire congregation, I would like to sincerely thank you for your time, effort and monetary donations this year. We are so lucky to have your support.

This past year, our total fundraising efforts amounted to **[sum]**. This is something we can all be proud of. Through your donations, we can continue to fund **[church program]**, and accomplish **[goal]**. We are extremely grateful for any and all donations received this year.

[Something specific about how their generosity will directly benefit the church]. If you have any questions regarding how your gifts are being used, please feel free to contact **[name]** through **[contact information]**. We look forward to a great year to come. Our sincerest gratitude once again for your generous contributions.

Yours in Christ,
[Name]

#32 Sample: Thank-You Message Example



Dear **[donor]**,

On behalf of the entire congregation, I would like to sincerely thank you for your generous gift to **[church, or specific program if applicable]**. We are so lucky to have your support.

Through your donation, we can continue to work towards **[goal]** and secure the future of **[program]**. We are extremely grateful to receive your gift for this purpose.

[If applicable, mention something specific about how their continued generosity over the years has directly benefitted the church. If they are a first-time or infrequent donor, mention how thrilled you are to have them as part of the church family.] If you have any questions regarding how your gift is being used, please feel free to contact **[name]** through **[contact information]**. Our sincerest gratitude once again for your generous contribution.

Yours in Christ,
[name]

#33 Sample: Thank-You Message Example



Dear **[Personalized Salutation]**,

The church family and I wanted to say a big thank you for your donation of time and effort in helping in our **[Church Program]** during the past month. I appreciate the care, time and energy you have given.

You have definitely raised the level, and your guidance of the team has certainly been exemplary. We are reaping the benefits from your ministering, and we could not have done it without you.

God be with you. Looking forward to seeing you at our next meeting!

Thank you,
[your name]

#34 Sample: Thank-You Message Example



Dear Congregation,

The church and I would like to take this time out to say a heartfelt thank you to all of you for coming together and helping at the fair. I was filled with joy at seeing you all turn out with your donations of items for the “Help build the new bell tower” fundraiser! I am glad to let you know that we managed to achieve our goal and the building of a new bell tower will go ahead! Every little bit certainly helps!

[insert picture of the newly built bell tower here]

We have managed to see the hand of God at work. I will be forever grateful for your support, kindness, and love. Indeed, you revealed the true foundation of this church is kindness and love.

May the grace of the Lord be with you all.

Thank you,
[your name]

#35 Sample: Thank-You Message Example



Dear **[Personalized Salutation]**,

On behalf of the church, I wanted to express my sincere gratitude for your donation to the Children's Christmas Fund. We are happy about your support.

Through your donation, we have been able to accomplish gift packages for all the children this year. You have truly made a difference and for this, we are extremely grateful!

Please feel free to contact me, if you have any specific questions, we would love the opportunity to thank you again!

With deepest gratitude, and warmest wishes,

Yours in Christ,
[your name]

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