



Sample Appeal Letters



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Overview

As part of your Stewardship Strategic Plan you should be sending out 4 appeals to your congregation. In this guide we've included samples for 3 of the 4 for you to edit:

- Annual Campaign
- Christmas/Year-End Ask
- Emergency or special
- Capital Campaign (We'll be posting a whole series to go with this one soon!)

Instructions:

1. Copy the text for each letter and paste it into a Google doc, Word document or other word-processing program that you can later use with a mail merge.
2. Insert the necessary text in the fields that are in brackets, for example: <enter name here>.
3. Personalize each letter by using mail-merge tools.
4. Print the letter(s) on your church letterhead.
5. Mail letters according to the schedule set forth by your Stewardship Committee.

If you have questions about the appeal letter process or distribution, send your question our way at office@church-development.com

Annual Appeal

[Date]

Name
Address
Address

Dear <enter first name(s)>

Thank you for your ongoing support of [Church Name]. We could not reach out with the love of Christ to our community without a generous outpouring of time, talent and treasure from so many in the parish.

I am very pleased to provide you with the brochure for this year's annual stewardship campaign. I hope you find it both informative and helpful as you consider our many daily commitments to outreach, ministry and formation both at the parish and to those beyond. Your financial support to this annual stewardship campaign is what makes this possible.

As you prayerfully consider your participation in the campaign, remember that our communal desire as a faith community should be to continually grow in our efforts and ability to be inviting, compassionate, and generous to our internal needs as well as those of our neighbors.

I pray that these words of scripture will inspire you, as they have for me, when reflecting on God's goodness and call to outreach:

*He has told you, O mortal, what is good;
and what does the LORD require of you
but to do justice, and to love mercy,
and to walk humbly with your God?*

Micah 6:8

In addition to the brochure, please find enclosed a pledge card where you can state your financial intention. Remember, this is a faith based pledge, and not a legally binding contract.

I invite you to prayerfully consider how you have been blessed by God and how God, in turn, is leading you to generously share these blessings with God's church. We're asking all members and regular attendees to turn in their cards on Commitment Sunday, [Date]. Please join me in prayer for our church that God would lead us to a generous response.

Thank you, again, for your faithful support of our church. If you have questions or concerns, please contact me at the church office (xxx) xxx-xxxx.

Your servant in Christ,

[Pastor Signature]
[Pastor Name, title]

P.S. Please prayerfully consider sharing your blessings to continue the good work being done in our church community.

Christmas / Year-End Ask

December <enter date>

Dear <enter first name(s)>,

Merry Christmas! As we approach the celebration of the birth of the Savior, I trust that the season of Advent has been meaningful for you.

At this time of year, we remember that the Magi brought gifts to the Christ child. Likewise, we want our church family to bring a gift to Jesus this Christmas season. Therefore, we will be taking a special offering to be used for <enter purpose here>.

We want to remember those who may be less fortunate than we are, recalling the words of Proverbs 14:31:

“He who oppresses the poor shows contempt for their Maker, but whoever is kind to the needy honors God.”

If you would like to make a contribution to our Christmas offering, please return your check to us in the envelope provided, or you may bring your offering to Christmas Eve services.

Thank you for your generosity to God’s work at our church. May you be blessed this Christmas season with joy and peace.

Merry Christmas,

<enter Pastor’s name and signature>

P.S. In this season of peace, please prayerfully consider sharing your blessings with those who are in need.

Emergency / Special Appeal

<enter date>

Dear <enter first name(s)>,

I'm writing today with a very special need for our church. I hope you will take a brief moment to read about how you can make a significant difference for God's Kingdom.

As you may know, <enter information about the special need or emergency facing the church>. As the leader of our church family, I think a loving way to respond to this need would be to offer our financial support in addition to our prayers.

If you would like to join with me in supporting this critical need facing <enter: our church, the person, or the need>, please return your check to the church office in the envelope provided. Your gift will be noted in our giving records and we will send you a prompt confirmation of your charitable donation.

Thank you for your ongoing support of our ministry at <enter your church name>. I am proud to pastor such a wonderful group of people.

Blessings,

<enter Pastor's name and signature>

P.S. Please consider assisting with this special need through your prayers and financial support.