



# TIPS FOR A FUNDRAISING LETTER

## TAKE NOTICE

- I. The **RED** texts are **pointers** to help you write your fundraising letter. Keep your letter within your unique personality and style. Be as authentic as possible yet within the confines of a formal letter.
- II. The **BLUE** sentences are **samples** for you to use and include in your letter.

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**VERY IMPORTANT: LEGACY recommends that you meet with prospective givers first before you send them your letter. A letter cannot fully convey what your person conveys when you meet face to face. Allow people therefore to hear God's call on your life in person, see your conviction regarding that call, and sense your consecration to that call. Get in front of people—soon!**

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## LETTER IDEAS

Dear Mr. & Mrs. Sample Giver,

✓ Now, get to the point of the letter immediately. (Your asking for financial support!) For example:

On (this and that date), I will join a discipleship training school called LEGACY<sup>1</sup> School Of Discipleship. The Lord has led me to intentionally postpone my studies (schooling, job, etc.) at "Such & Such University" for a short season of intense spiritual consecration and equipping. I am deeply burdened for this kind of training, for I long to leave a spiritual legacy! I sense an urgency within this critical hour of my spiritual growth and formation. Therefore, I am boldly reaching out to you with this correspondence to ask for your financial support in this training endeavor.

✓ Your opening paragraph needs to be gripping and right to the point.

✓ Make sure your paragraphs are not too lengthy. About 3–5 sentences will suffice.

✓ Also, a proper letter is not too short or too long. Less than two pages are adequate.

✓ After your introduction, make your case for the needed funds and your petition for their support.

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<sup>1</sup> Very important! When referring to the program, use caps — "LEGACY." Notice how LEGACY is written even in this letter!

- ✓ Depending on the leading of the Lord and your strategic approach, you may want to include the fact that you are reaching out to a certain amount of people, asking them for a certain amount of money payable over a specific duration of time.
- ✓ Consult the **Fundraising Worksheets** on the website for ideas on this approach.
- ✓ You may even be inclined to list the names of those you are contacting for support at the end of your letter.
- ✓ For example:

LEGACY Ministries has recently notified me of my acceptance into their training. The tuition necessary for me to attend the training semester(s) at LEGACY is \$X. During my prayers before the Lord, I felt impressed by God to approach X people asking for \$X each towards this training. Please partner with me in this approach and consider your donation over an X-month period of \$X per month if more convenient. The tuition is all-inclusive and will cover all my needs and expenses for the entire semester at LEGACY.

My enrollment deposit is \$X.

My first tuition payment is \$X, due on or before the **Date**.

The remainder of my tuition payment of \$X is due on or before the **Date**.

- ✓ Now that you have talked candidly regarding the purpose of the letter, you can begin to expand into more details for those who need more information.
- ✓ For the following 4–6 paragraphs, include the following information and details:
  - Tell people about yourself (briefly) and what made you decide to come to LEGACY.
  - Tell people why you're going to LEGACY. Emphasize your need and call for a "season of teaching and spiritual preparation." They must clearly discern in your letter that you are not lazy, sloppy, aimlessly drifting, etc. Let them sense direction in you and a definite call to spiritual training. Let them know that you will be studying and not "taking the year off," so to speak, but will instead focus on "spiritual transformation and equipping."
  - Tell people why you're doing it now. Emphasize the urgency of obeying God now and not wasting any time.
  - Tell people what you're hoping to accomplish. Emphasize spiritual maturity, character development, comprehending the Word of God, your knowledge and application of the truth, personal confidence in ministry, etc.

- Tell people what impact this “season” will have in your life in the future. (Impact on college, family, church, career, better equipped to preach the gospel, service in the kingdom, etc.)

✓ After the “body” of your letter, it is time to conclude the matter.

✓ For example:

I earnestly hope you will consider me and my training in your financial giving into the kingdom of God throughout this year. I have also included a return envelope that you can send directly to LEGACY Ministries into a scholarship fund designated for my tuition costs.

LEGACY Ministries is a non-profit 501(c)3 organization, and your giving is tax-deductible. LEGACY will reflect your support to me in a year-end statement prepared for your tax purposes and mailed to you in January.

I humbly thank you in advance for supporting me financially and in prayer as I embark on a season of intense training and maturing in the Lord Jesus Christ.

Yours truly,  
Bob Hope  
Phone, Email, Etc.

PS: I will greatly appreciate any gift you can contribute in helping me make LEGACY a reality in my life! Here are the names of the people I am approaching for support:

Susan P. (Knoxville, TN)  
Tom K. (Atlanta, GA)  
Etc. Etc.

- ✓ It is always good to conclude your letter with a PS. In the “PS,” you summarize the reasons for your correspondence in one sentence.
- ✓ Be sure to place a return envelope into your letter. Print proper stickers/ labels with the accurate address of LEGACY. Make sure to place a stamp on the return envelope.
- ✓ You may also consider including a good-looking picture of yourself in your letter. Write a special note on the back of the photograph asking them for prayer and intercessory support. They will most likely put your picture on their fridge and remember you in prayer as requested. Request their email addresses to keep them posted throughout your season at LEGACY.
- ✓ Make a phone call to the potential sponsor within 1–2 weeks after you have mailed them your letter.

- ✓ Ask them out for coffee . . . see if they have any questions . . . let them get to know you from the inside out. (Do this preferably before you send your letter. If this is impossible, set up a Zoom appointment—do whatever it takes to get in front of people!)
- ✓ Appeal to their hearts first. (They need to sense both calling and conviction within you! They would benefit from seeing your initial steps of consecration and how you are setting things aside to pursue this calling.)
- ✓ Then, at the right time, expound on the facts, figures, and deadlines you must meet.
- ✓ And this goes without saying . . . “pray without ceasing. In everything, give thanks!”

## **FINAL ENCOURAGEMENT**

We are praying for you in this process! We believe not only in a Father who calls us but also in a Father who sustains us. He is your Supplier! You may appeal to people’s pockets, but your trust must be in God alone!

Welcome to yet another level of your development in faith and trust!