

Individual Support Raising

Writing a Letter

In general, letters without a phone call follow-up will generate a 5% response. It is extremely important that letters be followed up by a phone call in order to answer questions and gain a response. The best way to gain support is a letter followed by a personal call/visit. Believe it or not, the 5% favorable responses jump to 60% when a personal call/visit is made!

Here are some suggestions for the content of your letter;

“Dear _____

- State your interest in a short-term team. Share with them why you want to go, and how God has been working in you to lead you to this point.
- State the objectives of your trip, what country you will visit, and the kind of ministry you will be doing. Include here a little bit about why this is needed and a little about the organization with whom you are going.
- Outline your total cost for the trip (*between \$3,000 & \$3,500*). Explain how you would like them to be involved and why you are asking them. Review the purpose of your trip (results of dollars they will invest).
- Tell them exactly how they can respond (per the Donor’s response form):
 - o Who to make check payable to (*Church name*)
 - o Where to mail it to (*Trip leader or missions office at church*)
 - o When you need it (You can choose this. It should be early enough that they won’t forget it, but not so early as to put a hardship on them. Definitely a week before we leave (*April 18gh, 2008*)).
 - o Thank them for considering this. Tell them that you will be calling/visiting with them;
 - To answer any questions that they might have”

Sample letter for Christian friends and relatives

Dear Aunt Susie,

Greetings! I hope all is going well for you and you are enjoying the Lord’s goodness today. I want to share with you an exciting open door that the Lord has given me. In about two months (April 25th), I will be going to Ethiopia on a short-term healthcare mission’s trip. I am going with a group from Fill In The Blank Church and some other local churches. We will be working with local Ethiopian missionaries, pastors and congregants.

Our team will be providing medical care to the poorest and most needy people of Ethiopia through a mobile medical clinic. We expect to see many people with many illnesses including Malaria and HIV/AIDS. We have an extensive training program that our team will go through to prepare us mentally, culturally, and spiritually for this outreach.

Each of us on the team is responsible for securing our prayer support and financial support. After praying about it, if you are interested in supporting me, please fill out the attached form.

I will be using some of my own funds as well. I do consider prayer support to be the most important aspect of this mission trip. Thank you for prayerfully considering becoming part of this outreach with me.

Love in Christ,

Bobby

Sample letter to friends and family that are Unbelievers

Dear Mary,

Greetings! How's everything going? I wanted to share with you some exciting news. In about two months (April 25th), I will be going to Ethiopia on a short-term healthcare trip. I am going with a group from Fill In The Blank Church and some other local churches. The Lord has given me a desire to go and help these people as a part of a medical team. Our team will be working with those in greatest need in Ethiopia. We will be providing medical services to those with a range of diseases from simple skin rashes to HIV/AIDS.

Our team will be going through extensive training in preparation for this mission's trip. One of our responsibilities is to trust the Lord for the finances needed for this trip. I will be doing all I can to save money, but I was also wondering if you would like to be a part of this outreach by helping to support me? Whether you can or can't is OK. It will not affect our relationship in any way. I am confident that the Lord will supply my needs. Thanks for thinking about this.

Your friend,

Betty