

THE PRINCIPLES OF

Writing Support Raising Letters

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INITIAL SUPPORT LETTER:

- Keep in mind, this is your first point of contact
- Can be email or physical mail
- Send individually (not a mass email)
- Add a brief, personalized note at the beginning
- Keep it positive
- One page at most
- Include a description of your trip and service project
- Why is this important to you?
- Why does their support matter?
- Ask for prayer
- Ask clearly for financial support with a clear amount of money you need to raise
- Include your deadline for raising funds
- Give them a way to donate (Venmo, GoFundMe, a check in the mail, etc.)
- Give them a way to sign up for additional email updates
- Close with a sincere thank you

FOLLOW-UP LETTER:

- This letter is intended to update donors about where you are with fundraising
- Kindly remind them of your goals/service project and importance of the trip
- Maintain positivity!
- Be authentic: if you are struggling to raise your funds, be honest about that, but not woeful or gloomy
- Update on financial progress and need
- Continue to say thank you
- Continue to ask for prayer support

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THANK YOU LETTER:

- This is to be sent after funds are raised
- Include a sincere thank you and praise
- Promise to send updates
- Let them know how frequently they should expect updates (biweekly, monthly, etc.)

REGULAR UPDATE LETTERS:

- Make sure to BCC everyone (respect your supporters' privacy)
- Include 1-3 pictures (use PDFs)
- Let them know how your trip is going!
- If anyone replies, respond to them personally

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