

SAMPLE: HAND-WRITTEN NOTE

RESOURCE 2.18

Hand-written note to all donors and LYBUNT between warm-up letter and campaign celebration (September-November). This is one of two hand-written note donors receive. The second hand-written note comes at the end of the campaign after standard gift acknowledgement letters are sent; usually February.

Dear JOHN and SARAH,

You may have already made your pledge. Or you may be praying and thinking about your pledge now. Regardless, I wanted to write to thank you for the decision accomplished or soon to be. Your gift will make ministry and mission happen in thousands of lives. Thank you for making this decision. See you on November 18th at our celebration dinner!

Warmly,

George Steinbrenner
Rector or Campaign Chair