

LETTER TO LYBUNT / PYBUNT DONORS EXIT QUESTIONNAIRE AND ENGAGEMENT LETTER

RESOURCE 2.35

(This letter goes to donors who have pledged in past years or last year but did not pledge in the most recent, ended campaign year. If your campaign runs September through November, then this letter would go out in February after you have tried to recruit their outstanding pledge by letter and personal phone calls. When you are sure they will not pledge, send them a letter like this one to ask why they did not pledge so that you can learn from each donor.)

Dear *JOHN* and *JANE*,

In *YEAR*, you pledged \$1,234.00 to Christ Church as part of the pledge campaign, and we remain grateful for that kind and generous support. When we approached you in the most recent pledge campaign, you chose not to make a pledge to the ministry of Christ Church, and so I am writing to be able to learn a bit more about your hesitation to make a pledge.

We want to learn how we may better serve you as a member of this church and as a past donor to its ministries. Perhaps we misspelled your name or perhaps you were offended by something. Perhaps you are unsure of how the pledges are spent or you may dislike some aspect of our ministry. Or perhaps you simply entered into circumstances which made pledging impossible.

Would you be willing to return the enclosed confidential survey or have a telephone conversation with me to let me know more about your decision not to invest in the ministries of our church through a pledge? It would help us to better serve you and it might tell us of changes we need to make which will better serve the life of our church. If you encountered a problem or barrier then perhaps others did as well. Knowing more will help us serve you better.

Thank you for your pledge in past years, and please know that if this letter reminds you that you wish to renew a past pledge, you may do that also by returning the enclosed survey in the return, stamped envelope.

We are grateful for your membership here, and if our records are in any way in error, please let us know and we will work hard to make whatever changes we need to make so that you feel fully involved in every aspect of ministry here. Again, thank you for your time and please know that I will call in the next few days unless I hear from you within this response opportunity.

Warmly and with gratitude,

Ruthie Cohen
Stewardship Chair