Called to Be the Church: Letter Templates

Thank you for choosing to nurture and develop good stewardship and generosity in the people of your community of faith. We hope you are using these letters as part of the *Called to Be the Church: Congregational Giving Program*. Resources to [do it yourself](https://united-church.ca/community-and-faith/get-involved/called-be-church-journey/congregational-giving-program-module-do) or to [do it with us](https://united-church.ca/community-and-faith/get-involved/called-be-church-journey/congregational-giving-program-module-do-0) with help are available on the United Church website.

Another way to increase the resources, financial and otherwise, for your community of faith to do its mission is to take part in the [Stewardship Best Practices module](https://united-church.ca/community-and-faith/get-involved/called-be-church-journey/stewardship-best-practices-module) of *Called to Be the Church: The Journey*. Learn the four stewardship best practices and create a stewardship plan for your community of faith.

This document contains sample letter templates, one for each different group of donors. Please be sure to update these letters for your own community of faith. Anything in [ ] MUST be changed.

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All the best as you strive to do God’s mission!

The Community of Faith Stewardship Team



## Letter Template for Not-Yet Givers

Dear [*first name*],

[*Add something personal as appropriate, for example:*] I trust the holiday you had in…was memorable and that you enjoyed….

It is great to have your presence in our congregation. Thanks so much for all the ways you made a difference this year by… [*include one or more specific things the donor did/gave*]. We are grateful for your generous participation in the ministry and mission of our congregation and the Mission & Service of The United Church of Canada. We cannot say thank you enough!

As a compassionate faith community, we have responded to the call to be the church in the past year by…. The enclosed Narrative Budget will tell you more about the impact your congregation made this year.

And we have plans for the coming year! [*Include an inspiring teaser.*]

Today, we invite you to include a financial gift to [*the church*]. Practising generosity with your money will not just make a real difference in other people’s lives through the ministry of [*the congregation*] but will also make a real difference in yours. Generous giving is a meaningful spiritual practice. It will help you grow in your faith, and studies show it will actually make you feel happier and more positive.

Giving to [*congregation*] is easy. [*Update list for your context and put in order of preference for the congregation:*]

* We happily accept post-dated cheques. [*Where do I send them?*]
* Better yet, why not sign up for Pre-Authorized Remittance (PAR) to ensure your church receives your donation each month, all year long? PAR is easy to sign up for and encourages us to be intentional about sharing our resources. I have included a PAR form with this letter. Many of us are on PAR. We feel good about being able to support our church community in a consistent manner. Why not join us?
* You can give online through our website. [*Include URL for donation page.*]
* Of course, there is always the offering plate during Sunday morning worship. If you would like envelopes….

No matter which way you choose to give, if your gift is over [*$20*] and your contact information is included with it, we will happily issue you a tax credit receipt for the full amount. If you have questions about giving to [*congregation*], we would be happy to hear from you.

Once you have decided how you will financially contribute to God’s mission, please return the enclosed reply card by Sunday [*insert date*]. By making your intention to be generous known to the leadership of the congregation, you are clearly demonstrating that you care about your Christian community and intend to generously follow the Way of Jesus. We know this is important to you!

During worship on Sunday [*insert date*] we will dedicate and give thanks for all the intentions to be generous that people like you share. It will be a celebration and we hope you will join us!

With heartfelt thanks for your generous support,

[*Hand signed*]

Called to Be the Church Giving Team

## Letter Template for Those Who Already Give but Not Consistently

Dear [*first name*],

[*Add something personal as appropriate, for example:*] I trust the holiday you had in…was memorable and that you enjoyed….

It is great to have your presence in our congregation. Thanks so much for all the ways you made a difference this year by… [*include one or more specific things the donor did/gave. If possible, include the total amount given in the previous year to make it easy for them to find themselves on the Step Chart*]. We are grateful for your generous [*and consistent*] support for the ministry and mission of our congregation and the Mission & Service of The United Church of Canada. We cannot say thank you enough!

As a compassionate faith community, we have responded to the call to be the church in the past year by.… The enclosed Narrative Budget will tell you more about the impact you made through your gifts this year.

And we have plans for the coming year! [*Include an inspiring teaser.*]

Today, to encourage you to continue the spiritual practice of generosity and supporting God’s mission, we are inviting you to take some time to prayerfully consider how you will financially support [*congregation*] in the coming year.

To assist you in deciding, we include a Step Chart showing the number of donors on each giving step. After you identify your current level of giving on the Step Chart, we invite you to step up one or more levels in your giving.

Perhaps this is also the time to choose to start giving monthly. Regular consistent giving is easy through the Pre-Authorized Remittance (PAR) program. A PAR brochure is included to help you sign up. We are also available to help with any questions you may have about PAR.

Once you have decided how you will contribute to God’s mission, please return the enclosed reply card by Sunday [*insert date*]. By making your intention to be generous known to the leadership of the congregation, you are clearly demonstrating that you care about your Christian community and intend to generously follow the Way of Jesus. We know this is important to you!

During worship on Sunday [*insert date*] we will dedicate and give thanks for all the intentions to be generous that people like you share. It will be a celebration and we hope you will join us!

With heartfelt thanks for your generous support,

[*Hand signed*]

Called to Be the Church Giving Team

## Letter Template for Those Who Already Give Consistently

Dear [*first name*],

[*Add something personal as appropriate, for example:*] I trust the holiday you had in…was memorable and that you enjoyed….

It is great to have your presence in our congregation. Thanks so much for all the ways you made a difference this year by… [*include one or more specific things the donor did/gave consistently. If possible, include the total amount given in the previous year to make it easy for them to find themselves on the Step Chart*]. We are grateful for your generous and consistent support for the ministry and mission of our congregation and the Mission & Service of The United Church of Canada. We cannot say thank you enough!

As a compassionate faith community, we have responded to the call to be the church in the past year by.… The enclosed Narrative Budget will tell you more about the impact you made through your gifts this year.

And we have plans for the coming year! [*Include an inspiring teaser.*]

Today, to encourage you to continue the spiritual practice of generosity and consistently supporting God’s mission, we are inviting you to take some time to prayerfully consider how you will financially support [*congregation*] in the coming year.

To assist you in deciding, we include a Step Chart showing the number of donors on each giving step. After you identify your current level of giving on the Step Chart, we invite you to step up one or more levels in your giving.

Many people who give consistently make the move to giving a proportion of their income. You may want to consider doing so. To consider what that might look like for you, please use the Proportional Giving Chart included with this letter. We invite you to increase your giving by 2 percent this year.

It is wonderful to include you as one of our monthly donors through PAR, so we have included a PAR Update form to make it easy to change the monthly amount you have decided to give. We are also available to help with any questions you may have about PAR.

Once you have decided how you will contribute to God’s mission, please return the enclosed reply card by Sunday [*insert* date]. By making your intention to be generous known to the leadership of the congregation, you are clearly demonstrating that you care about your Christian community and intend to generously follow the Way of Jesus. We know this is important to you!

During worship on Sunday [*insert date*] we will dedicate and give thanks for all the intentions to be generous that people like you share. It will be a celebration and we hope you will join us!

With heartfelt thanks for your support,

[*Hand signed*]

Called to Be the Church Giving Team

## Letter Template for Those Who Gave Last Year but Not Yet This Year

Dear [*first name*],

[*Add something personal as appropriate, for example:*] I trust the holiday you had in…was memorable and that you enjoyed….

It is great to have your presence in our congregation. Thanks so much for all the ways you made a difference this year by… [*include one or more specific things the donor did/gave*]. We are grateful for your past generous financial support for the ministry and mission of our congregation and the Mission & Service of The United Church of Canada. We cannot say thank you enough!

As a compassionate faith community, we have responded to the call to be the church in the past year by.… The enclosed Narrative Budget will tell you more about the impact you made through your previous gifts.

And we have plans for the coming year! [*Include an inspiring teaser.*]

Today, however, we want to encourage you to continue the spiritual practice of generosity and supporting God’s mission. Generous giving is a sure way to grow in your own faith, and you know it just feels good. We are inviting you to take some time to prayerfully consider how generous you plan to be in the coming year. Your financial gifts will make a real impact in people’s lives, including yours.

Giving to [*congregation*] is easy. [*Update list for your context and put in order of preference for the congregation:*]

* We happily accept post-dated cheques. [*Where do I send them?*]
* Better yet, why not sign up for Pre-Authorized Remittance (PAR) to ensure your church receives your donation each month, all year long? PAR is easy to sign up for and PAR encourages us to be intentional about our generosity. I have included a PAR form with this letter. Many of us are on PAR. We feel good about being able to support our church community in a consistent manner. Why not join us?
* You can give online through our website. [*Include URL for donation page.*]
* Of course, there is always the offering plate during Sunday morning worship. To get envelopes….

No matter which way you choose to give, if your gift is over [*$20*] and your contact information is included with it, we will happily issue you a tax credit receipt for the full amount. If you have questions about giving to [*congregation*], we would be happy to hear from you.

Once you have decided how you will financially contribute to God’s mission, please return the enclosed reply card by Sunday [*insert date*]. By making your intention to be generous known to the leadership of the congregation, you are clearly demonstrating that you care about your Christian community and intend to generously follow the Way of Jesus. We know this is important to you!

During worship on Sunday [*insert date*] we will dedicate and give thanks for all the intentions to be generous that people like you share. It will be a celebration and we hope you will join us!

[*Hand signed*]

Called to Be the Church Giving Team