

## Support Letter Guidelines

- 1) Brainstorm a list of names for potential supporters. Do not rule anyone out or decide for an individual whether or not they are interested. Research shows that the average person has a network of at least 400 friends and acquaintances. You should be able to come up with at least 50. Do prioritize the list with those you want to contact first.

### **LIST OF POTENTIAL SUPPORTERS**

Apartment manager	Foundations that give to charities
Aunts and Uncles	Fraternity brothers
Banker	Friends
Beautician	Friends of your parents
Bible bookstore owner/Manager	High School and college friends
Bible Study Groups Members	Insurance agent
Brothers and Sisters	Missionary Societies
Christian businessmen	Neighbors
Church Directory	Neighbors at former residences
Church friends	Nieces and nephews
Church missionary budget committee	Parent's associates
Civic clubs	Parent's employers
Coaches	Parents
Cousins	Pastors
Dentist	People you led to Christ
Dentist's nurse	Relatives
Doctor	Restaurant manager and workers
Doctor's nurse	Retired people
Downtown businesses	Sororities Sisters
Eye doctor	Sunday school class members
Family attorney	Tax preparer
Former teachers	Teammates
Former customers	Those who have influenced you spiritually
Former employees	Veterinarian
Former employer and co-workers	Wedding and Christmas Card list

- 2) Make your letter personal. Address the letter directly to the person (instead of "Dear Friends") and acknowledge your relationship with the reader with a personal line or two.
- 3) Explain the need and talk about what this opportunity means to you and how you feel that God is going to use you. Give specific trip details including exact dates.

- 4) Ask specifically for financial support. You may even suggest some amounts, such as \$10, \$25, or \$100. Don't be shy.
- 5) Give them a specific time-frame in which to take action. Give instructions on how to support. Include your Fellowship missions fundraising link and/or a stamped return envelope that is already addressed to Fellowship City Church 16391 Chillicothe Rd. Chagrin Falls, OH 44023 with instructions to include your name in the check memo. The easier you make it, the higher your response rate will be.
- 6) Sign your letter personally.
- 7) Send your letters out as soon as possible. Email is also a very easy way to send support letters out with the link to your Rock Fundraising page. This will give you time to follow up with people who forget to respond. Keep good records of where you send letters.
- 8) Make follow-up phone calls. Many people will need a reminder to follow through. This is best done a couple weeks after you send the letters, if you haven't heard back from them yet. Be prepared to ask them for a decision.
- 9) Never apologize for writing or calling a person. You are providing them with an opportunity to be involved in a spiritual ministry through their resources. Remember, it is far better to give than to receive (Acts 20:35), and you are being obedient to the Great Commission.
- 10) Send thank-you notes as soon as you find out that someone has supported you. This can be a short note, but should be a handwritten and personal. This is a great time to remind them to pray for you on your mission. Keep good records so that you don't send duplicates.