

# LEGACY

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SCHOOL OF DISCIPLESHIP

## Tips For A Fundraising Letter

- The “**red**” text are pointers in helping you write your fundraising letter.
- Keep your letter within your unique personality and style. Be as authentic as possible yet within the confines of a formal letter.
- The “**blue**” sentences are samples for you to use and include in your letter.

**VERY IMPORTANT:** LEGACY recommends you meet with prospective givers first before you send them your letter. A letter cannot fully convey what your person conveys when you meet face to face. Allow people to hear God’s call on your life in person, give them an opportunity to see your conviction regarding that call, and sense your consecration to that call. Get in front of people—soon!

Dear Mr. & Mrs. Sample Giver,

- Get to the point of the letter immediately. (Your asking for financial support!)
- For example:

On (this and that date) I will be attending LEGACY School Of Discipleship. The Lord has led me to intentionally postpone my studies (schooling, job, etc.) at “Such & Such University” for a short season of intense spiritual consecration and equipping. I am burdened for this kind of training in my life now more than ever for I long to leave a spiritual legacy! I sense an urgency within this critical hour of my spiritual growth and formation. I am therefore boldly reaching out to you with this correspondence to ask for your financial support in this training endeavor.

- Your opening paragraph needs to be gripping and right to the point.
- Make sure your paragraphs are not too lengthy. About 3–5 sentences will suffice.
- Also, a proper letter is not too short . . . or too long. About 2 pages are adequate.
- After your introduction, make your case for funds and their support according to the training you will attend, whether it is the Spring or Summer Training, etc.
- Depending on the leading of the Lord and your strategic approach, you may want to include the fact that you are reaching out to a **certain amount of people** asking them for a **certain amount of money** payable over a **certain duration of time**.
- Consult the **Fundraising Worksheets** on the website for ideas in this approach.
- You may even be inclined to list the names of those whom you are reaching out to for support at the end of your letter.
- For example:

(LEGACY School Of Discipleship has recently notified me of my acceptance into the **(Spring/Summer)** semester.

The tuition necessary for me to attend the semester(s) at LEGACY is **\$X**. During my prayers before the Lord, I felt impressed of God to approach **X people** asking for **\$X** each towards this training. Please partner with me in this approach and consider your donation over a **X month period of \$X per month** if more convenient for you.

The tuition cost is all-inclusive and will cover all my needs and expenses for the entire semester at LEGACY.

My enrollment deposit is **\$X**.

My first tuition payment is **\$X** and is due on or before **Date**.

The remainder of my tuition payment of **\$X** is due on or before **Date**.

- Now that you have talked candidly regarding the purpose of the letter, you can begin to expand into more details for the sake of those who need more information.
- For the next 4–6 paragraphs, include the following information and details:
- Tell people about *yourself* (briefly), and what transpired to bring you to this decision to come to LEGACY.
- Tell people *why* you're going to LEGACY. (Emphasize your need and call for a “season of teaching and spiritual preparation.” They need to clearly discern in your letter that you are not lazy, sloppy, aimlessly drifting, etc. Let them sense **direction** in you and a very definite call to ministerial **training**. Let them know that you will be **studying** and not “taking the year off,” so to speak, but will rather focus on “spiritual transformation and equipping.”)
- Include the web link for LEGACY: [www.legacyencounter.org](http://www.legacyencounter.org)

#### **VERY IMPORTANT:**

- When referring to the program, use caps — “LEGACY”
- Notice how LEGACY is written even in this letter!
- Tell people *why* you're doing it now. (Emphasize the urgency of obeying God now and not wasting any time.)
- Tell people *what* you're hoping to accomplish. (Emphasize spiritual maturity, character development, comprehending the Word of God, your knowledge and application of the truth, personal confidence in ministry, etc.)
- Tell people *what future impact* this “season” will have in your life. (Impact in College, family, church, career, better equipped to preach the gospel, service in the kingdom, etc.)
- After the “body” of your letter, it is time to conclude the matter.
- For example:

It is my earnest hope that you will consider me and my training in your financial giving into the kingdom of God throughout this year. I have also included a return envelope that you can send directly to LEGACY School Of Discipleship into a scholarship fund that they have designated for my tuition costs.

LEGACY School Of Discipleship is a non-profit 501(c)3 organization and your giving is tax-deductible. Your support will be reflected in a year-end statement prepared for your tax purposes.

I humbly thank you in advance for supporting me both financially and in prayer as I embark on a season of intense training and maturing in the Lord Jesus Christ.

Yours truly,

**Bob Hope**

Phone, Email, Etc

**PS: I will greatly appreciate any gift you can contribute in helping me make LEGACY a reality in my life! Here are the names of the people I am approaching for support:**

Susan P. (Knoxville, TN)

Tom K. (Atlanta, GA)

Etc. Etc.

- It is always good to conclude your letter with a PS. In the “PS,” you sum up in one sentence what the reasons for your correspondence was all about.
- Be sure to place a return envelope into your letter. Print proper stickers/labels with the accurate address of LEGACY.

LEGACY Ministries  
(Your Name) Sponsorship  
664 Still Woods Drive  
Dadeville, AL 36853

- Make sure to place a **stamp** onto the return envelope.
- Make a phone call to the potential sponsor within 1-2 weeks after you have mailed them your letter.
- Ask them out for coffee . . . see if they have any questions . . . let them get to know you from the inside out. (Do this preferably before you send your letter. If this is impossible, set up a SKYPE appointment—do whatever it takes to get in front of people!)
- Appeal to their hearts first. (They need to sense both **calling** and **conviction** within you! It would also help for them to see your initial steps of **consecration** and how you are setting things aside to pursue this calling.)
- Then, in the right timing, expound on the facts, figures, and deadlines you have to meet.
- And this goes without saying . . . “pray without ceasing. In everything give thanks!”

We are praying for you in this process! We believe not only in a Father who calls us, but also in a Father who sustains us. He is your Supplier! You may appeal to people's pockets, but your trust will have to be in God alone! Welcome to yet another level of your development in faith and trust!