

# WRITING A SUPPORT LETTER

1. Introduction – Start with a good opening sentence that catches potential donors’ attention, then share one or two brief sentences of personal information. If you’re excited about the ministry, use this to grab their attention with your excitement!
2. Make It Personal – Share a brief personal story about what God is doing in your life and/or what has inspired you to participate in supporting IHC, and state the purpose of your project. You are the face of your fundraising, so tell your story!
3. Share the Kingdom – Describe how their gift is a part of the greater picture of the Kingdom – share specific details about the project (location, dates, etc.) and explain your hopes for God to transform lives through their giving. Communicate with excitement!
4. Present your need – Explain your need for both financial and prayer support. *Do not* be timid, but *do* be tactful. Be sure they feel like a partner in your ministry, not just a contributor to it. Always be specific about the amount you need and when you need it. Make sure this is several weeks before the actual deadline. You may also want to suggest specific amounts for them to give and what that provides for the ministry. A list of items is available to look at on the Fundraising Resources page ([indianhillscamp.com/fundraising-resources](http://indianhillscamp.com/fundraising-resources)).
5. Follow-up Plans – Tell the donor about your follow-up plans. These may include a follow-up letter after the event, a phone call and/or personal visit before the ride to explain the goals in more detail. If you tell them you will call soon, be sure to do it.
6. Closing – Thank them ahead of time for their friendship and for considering sponsoring you.
7. Personal Signature – It doesn’t have to actually be your signature, but something personal from your hand would be awesome.
8. 8. Handwritten addition – This should always be included if you are using any type of a form letter. It should be brief but personal, something that has the donor in mind when you give it to them.

SEE ALL OF THE FUNDRAISING RESOURCES WE HAVE AT

[Indianhillscamp.com/fundraising-resources](http://Indianhillscamp.com/fundraising-resources)



# SAMPLE SUPPORT LETTER

Hello friends and family,

This fall I have the chance to support a ministry that's been impacting the lives of kids since 1960. I went there as a camper years ago and can honestly say that it was one of the most important influences on my life as a young person and helped shape me into the person I am today. The camp is Indian Hills and the ministry is reaching kids for Jesus through camping.

As many of you know, I'm not a professional fundraiser, missionary, or even someone who's an expert at kids' camp. But I can tell my story, show people how camp has impacted my life, and encourage them by showing what camp is doing now and in the future.

Nearly 6 million kids attend some form of seasonal camps during the summer in the USA. Camping presents kids with the unique opportunity of challenging and growing their skills and abilities. What's more, camp ministries like IHC see more kids making lifelong decisions for Jesus at the all-important age bracket nicknamed the 4-14 window. IHC has an innate ability to provide personal growth, affirm kids' inherent value, and aid in creating space for and building up their relationships with God that will last a lifetime. And, in impacting the lives of young kids, IHC is poised to work God's ministry for generations of servant leaders to come.

When you think about partnering with me as I fundraise, I invite you to pray for me. Please pray for me as I work to because we're in this together. Please pray about the event on December 18, and please pray about giving to support my cause. Maybe you would consider buying a bale of hay for our farmyard (\$20), new materials for our programs (\$50), a round of zip lining for campers (\$150), or even sending a kid to camp (\$350). My personal goal is to raise \$1,000 to transform the lives of youth through IHC's camping ministry.

After the event, I'll be sharing what happened with you. I will also be sending out email updates through the process to keep you up to date on where we are. Thank you for your friendship and for taking the time to read this request. It is with great expectancy that I am praying and believing God to be glorified through IHC's Dashing Through the Hills fundraiser. You can find out more info at [indianhillscamp.com](http://indianhillscamp.com). You can donate securely online or by check (made out to Indian Hills Camp) or cash.

Sincerely,

*John Doe*

John Doe

