

## Dear Mission Team Member,

These are some suggestions for sending a fund raising letter for your mission trip.

The more personal the letter, the more effective it will be. It should not sound like a form letter or be identical to everyone else's letter.

Write a few lines about what you will be doing and why you want to go. Consider including a picture of yourself to catch the reader's eye and to make it more personal and interesting. It is probably worth the cost to print in color.

Limit yourself to one page and some white space, no matter how tempting it is to write more. People are busy and some will not read ANY of your letter if it looks too long.

Mention the dates, the project and the destination country of the trip. Include the total cost and the date you need the money.

Resist the idea of asking that the gifts be sent directly to you. This could discourage those who might want to keep the amount of their gift anonymous. We will supply you with a list of your donors' names for thank you notes.

Be VERY CLEAR about how and where gifts should be sent and that gifts written to **Allow The Children** will be tax receipted. You may use the information and the wording as shown in the right column here, if you wish.

Consider enclosing an addressed envelope to make giving as convenient as possible.

Remember that you may not raise funds under our ministry name until we have received and accepted your application for the trip. At that point, we will set up a fund in your name and we can accept gifts designated for your travel.

You and your donors should understand that gifts received and receipted to **Allow The Children** cannot be returned. If you choose not to go on the trip, or circumstances prevent your participation, we will make a decision with you about how the funds should be used or held for a future trip.

An important aspect of your letter is the question, the appeal. If you want people to help you make a fun trip, it is difficult to ask for money. But if you intend to give your time and effort for a mission project serving the Lord, there is no need for hesitancy or apology in asking others to participate with you. If you also want them to pray for you, say so. But you are sending letters to gain the means for the trip, so be honest and graciously direct in your request.

**This is probably the most important suggestion of all:** Include a handwritten note on every letter. If you would like the recipient to take the time and trouble to write a check, you can certainly write a short note for each letter. Remember that anything handwritten, will almost certainly be read and probably read first.

Send a follow up letter to every donor after the trip. Describe what you did and what it meant to you. Enclose a photo or print on the letter itself something that shows YOU doing something. Certainly thank the donor again, but also help them feel that they were a part of the ministry—because they are.



If you can help with the expenses for this mission trip, please send gifts to:

**Allow The Children**

PO Box 15039  
Lynchburg, Virginia 24502-9004

Checks should be written to

**Allow The Children**

with *Your Name Trip*  
on the memo line or note enclosed

Contributions can be sent by credit card or check draft through the website at:

[www.allowthechildren.org](http://www.allowthechildren.org)

with *Your Name Trip* in the designation box

Your gift will be tax receipted.