



# **11-MONTH GIVER COMMUNICATION**

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Having an intentional year-end giving strategy is a crucial component to an overall generosity game plan for a church. Many churches think that a year-end giving strategy is complex and for this reason choose not to do anything at all.

A year-end giving strategy needs to be intentional; not complex. One component of being intentional is to communicate early enough so people can make plans in early December for their year-end gift. An 11-month letter and giving statement can begin the conversation and encourage people in your church to think differently about how they might finish 2021 strongly.

### **AN 11-MONTH LETTER SHOULD ACCOMPLISH THE FOLLOWING:**

- **CELEBRATE**
- **INFORM**
- **CAST VISION**
- **PROVIDE A CALL TO ACTION**

### **NOVEMBER LETTER WITH 11-MONTH GIVING STATEMENT**

The purpose of this letter is to encourage and thank the members of the congregation. Most churches are sending this to members and all givers. A letter of encouragement can only have a positive effect on year-end giving.

We suggest this letter be sent in the month of November. It gives people time to plan for a gift and/or to catch up their pledge. Consider sending it with their contribution statements.

The following is a suggested outline for the paragraphs of that letter. These suggestions are in no way designed to distract from your ideas—think of this as a starting point or framework to guide you.

#### **PARAGRAPH #1**

- This year has been challenging in the life of our country and the world as we all have continued to deal with COVID-19. . . . I would not use the word “difficult” in this paragraph.
- Thank you for your faithfulness in attendance, serving, and giving this year.
- God will honor your faith and faithfulness and grow His kingdom.

#### **PARAGRAPH #2**

- *When you receive news online or watch news on TV these days it is often uncertain news. Let me give you some incredibly good news about your investment in God’s work through our church.*

- This paragraph ought to give an update on the positive things that have occurred this last year in your church.
- Include some statistics that reflect changed lives—baptisms, new members, etc.
- Include stories of individual lives affected by the ministry of the church (preferably lives outside the walls of your church).
- Talk about ministries that have been especially effective.

### **PARAGRAPH #3**

- This should be a paragraph about vision and what is ahead for the ministries of the church.
- If you are building, paying off debt, expanding your digital campus, purchasing property, etc., a brief update would be appropriate.
- Give a vision of where the ministry is going in the future.

### **PARAGRAPH #4**

- This paragraph could be used to encourage the congregation to pray about a year-end gift.
- It could be used to encourage new people to give to a capital campaign or an expanded giving initiative if your church is currently involved in one.
- You may want to remind people to catch up on their giving pledges.
- You may want to mention methods of giving other than cash (e.g., appreciated assets, IRA distributions, etc.).
- This paragraph may be used to merely say “Thank you” again.
- This paragraph may be used for a personal note.

A Scripture I often suggest is:

*“This service that you perform is not only supplying the needs of the Lord’s people but is also overflowing in many expressions of thanks to God,”*  
2 Corinthians. 9:12.

This letter needs to be one page. There is more listed above than can be done in a single page. Choose the approach that works best for your church community.