

How to: Write an Effective Support Letter

Writing and mailing a support letter is a great strategy for support-raising! It requires time *and* diligent follow-up, but **our participants see the most success through mailing letters and following-up on each letter!** Today, we're talking about writing your letter.

Why write *and* mail a letter?

Studies continue to show that starting with a support letter is **one of the best ways** to begin building a support base. This is about relationships, not transactions, and this letter begins inviting people into that. *Remember, you are not called to do this alone (nor can you!).*

Support letters need to be sent via **snail mail!** While email is easier, we promise you will see more response from a physical letter. *Snail mail is more personable, memorable, and statistics show that people keep it far longer than an email - an average of 17 days vs. just 2 seconds!*

We've got some sample support letters for you, but first, here are some important pointers.

Tips for your support letter:

- **Less is more.** *One page.* Be clear, concise, direct.
- **Make it visually appealing.** A page of straight text is overwhelming. Consider:
 - Short paragraphs
 - Headings
 - Bold key words or sentences
 - Bullets
 - Sparingly using color, photos, images, a map, etc.
- **Personalize.** Hand-write the intro paragraph or a note in each letter. Handwrite their name and your signature. Let your personality shine; your letter shouldn't sound like a template!
- **Explain your "why".** Use verbiage that is honoring, humble and respectful of what God is doing around the world (ie. "partner with", "work alongside", "learn from").
- **Be direct and specific.**
 - *What* do you want your readers to do?
 - Include your *deadlines and personal goals*; they incentivize people to take action!
 - Ask individuals for *specific amounts*. Pray over this, be bold and obedient, and don't shy away from large asks!

Preparing your letter:

- You **must include this paragraph** in each letter:

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trip/program, support contributions given on behalf of an individual will be used to offset the costs of the trip/program you are involved in. All contributions are non-refundable and non-transferable regardless of the participant's success in completing the program.

- Also **include:**

- * See *sample letters* ([link below](#)) to see these in context:

- **When you will follow-up.** This gives accountability (for both you and them), the next step, and shows your initiative.
 - Instructions on **how to donate.**
 - Your **blog** address.
 - Your **personalized fundraising card.** See your profile → Documents. This gives detailed instructions on how to donate via check.
 - Your **prayer card.** Create your own [here](#).
 - An envelope that is **pre-addressed and stamped**, if applicable. This makes check donations easy for donors. Think about your recipient and be strategic, as this costs money! Here's the address for mailing checks:

Adventures in Missions
P.O. Box 742570
Atlanta, GA 30374-2570

Sample letters:

- [Here](#) are a few **sample letters** to help you get started.

Once your letters are ready:

- You will be following up personally with each support letter you send out. Follow-up is even more important than sending letters! *Don't worry - in the coming weeks we will show you how to follow-up!*
- We suggest sending out letters in batches of 20-25 so you can manage your follow-ups in a timely manner.