



**Asking for money: Write a  
fundraising letter with the  
Apostle Paul**

Lori Guenther Reesor  
February 13, 2019



The  
**Presbyterian**  
**Church**  
in Canada



Presbyterians  
**Sharing**





## About Lori

- B. Math (Statistics)
- Master of Theological Studies
- D. Min. at Tyndale University College and Seminary, 2014
- Blog and research posted at [www.lgreesor.com](http://www.lgreesor.com)



# About Lori

- stewardship & fundraising consultant
- speaker
- theologian
- *poet*
- donor
- board member
- former pastor
- wife, mom



Please type in your questions

Moderator will read them out on your behalf.  
We'll also take question breaks during the  
presentation and again at the end.



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The Apostle Paul collected money from his various churches during his Collection for Jerusalem.<sup>1</sup> Then as now, we give in grateful obedience to God's abundant grace.

<sup>1</sup>Lori has spent a LONG time studying 2 Corinthians 8 & 9.

# So what?

- In this webinar, we will write a fundraising letter in real-time modeled on Paul's approach.



Please be ready to write

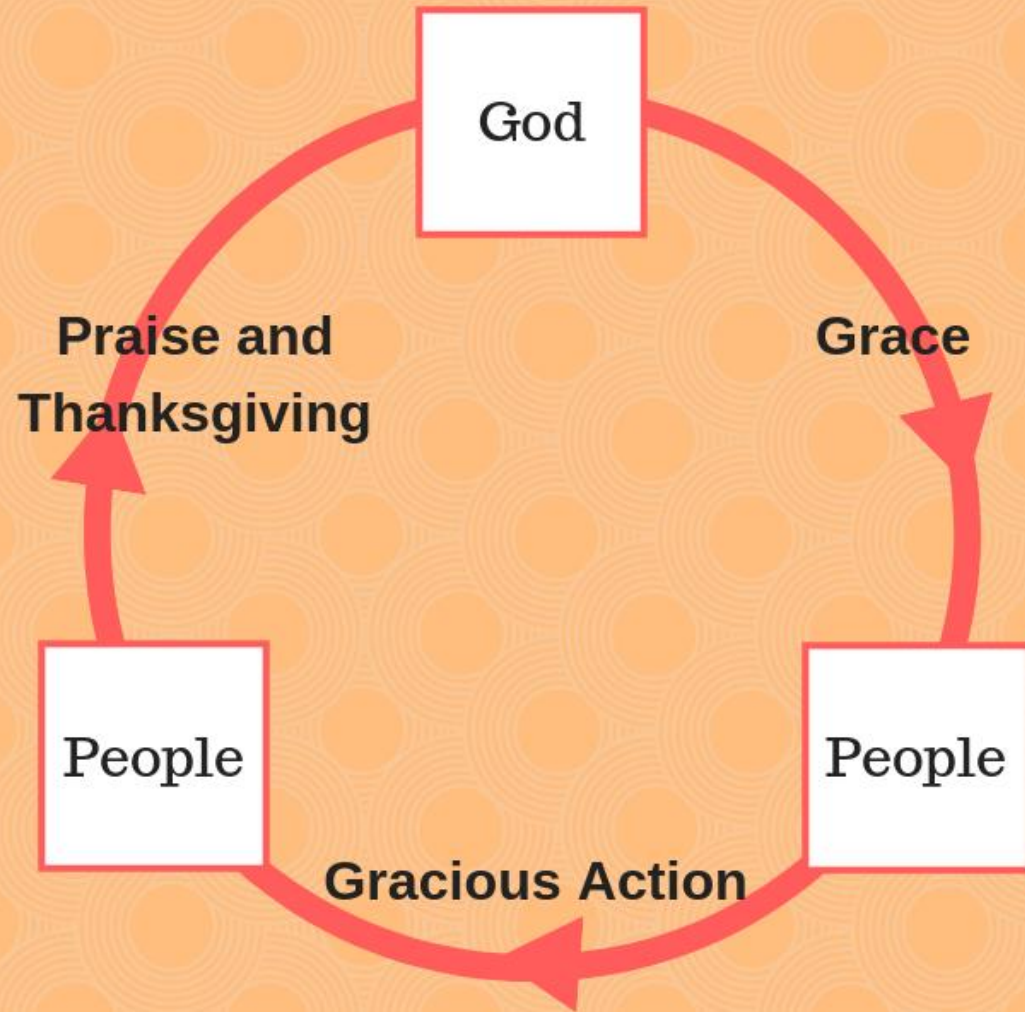


So, we need to know two things:

- What is Paul's approach to asking for money?
- How do I write a fundraising letter?



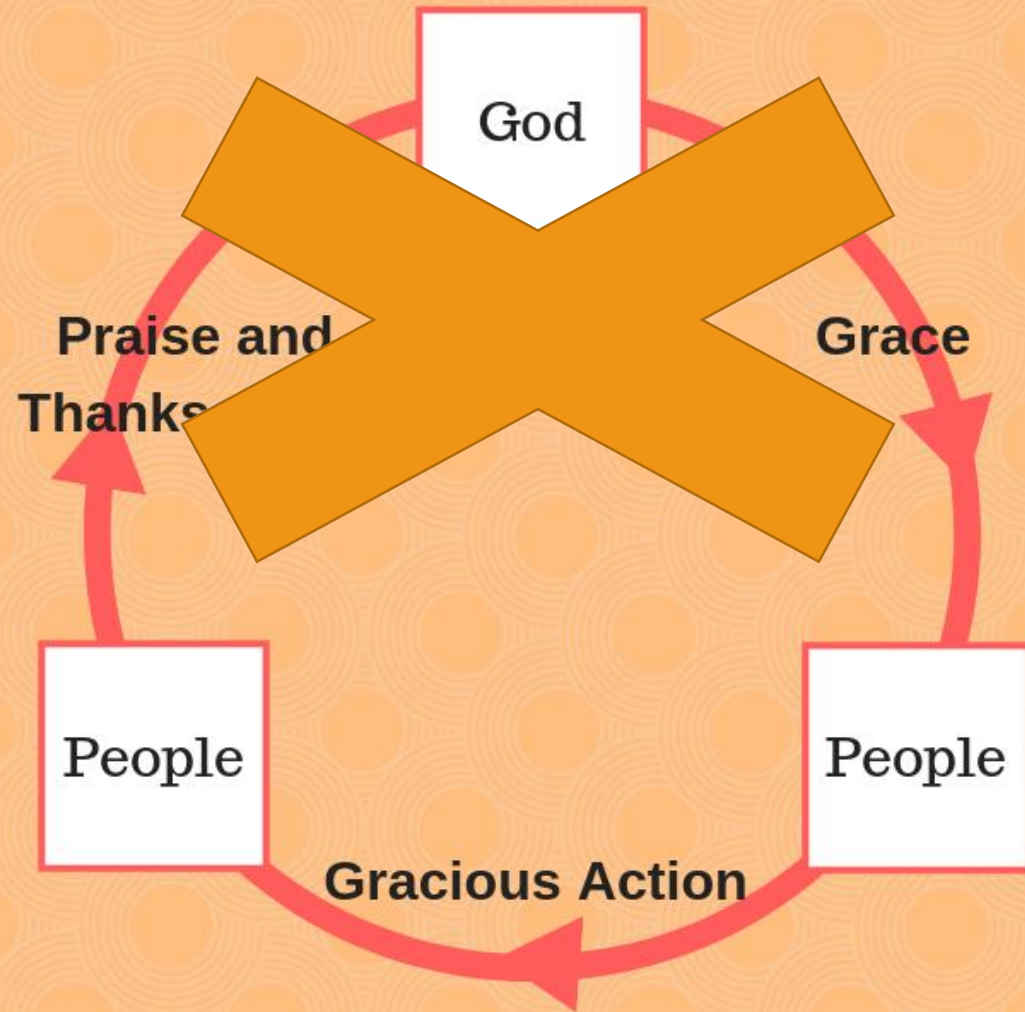
# Circle of Grace giving model



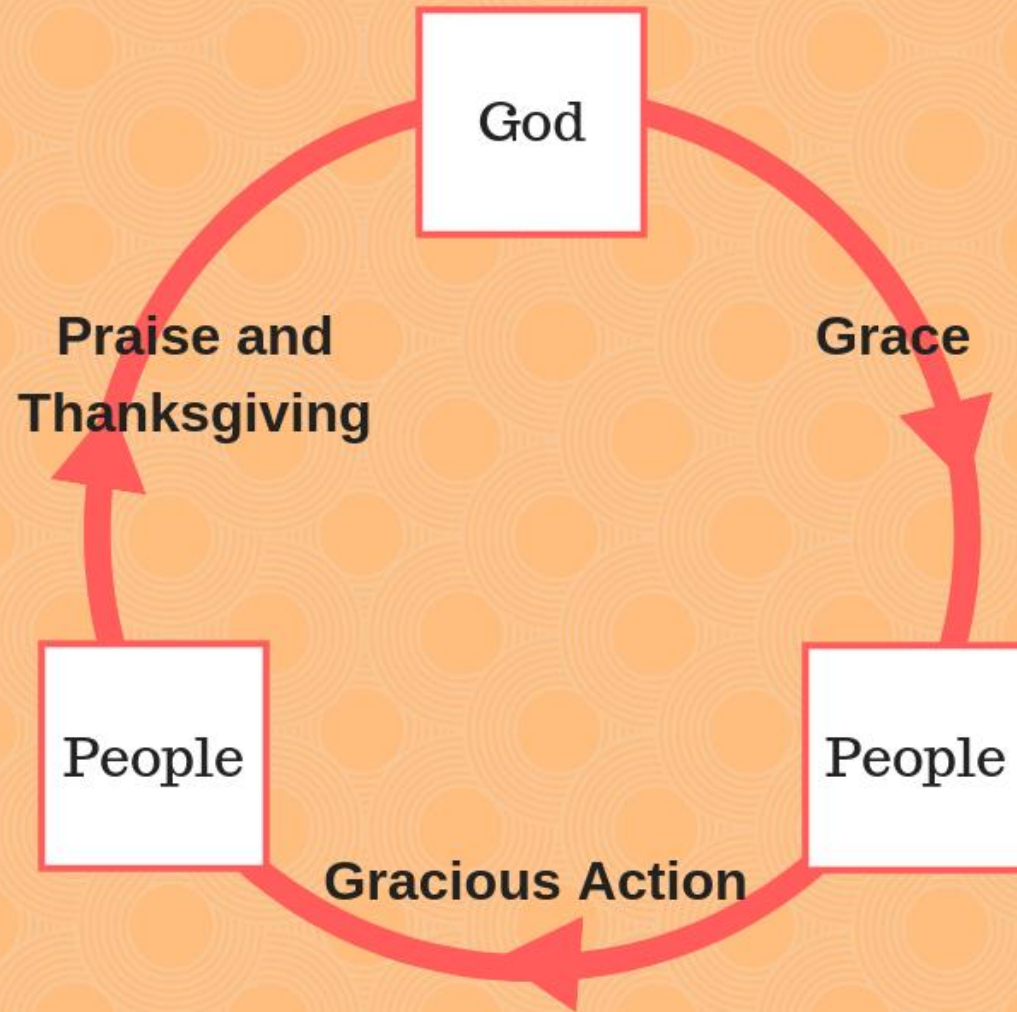




# Circle of Grace giving model

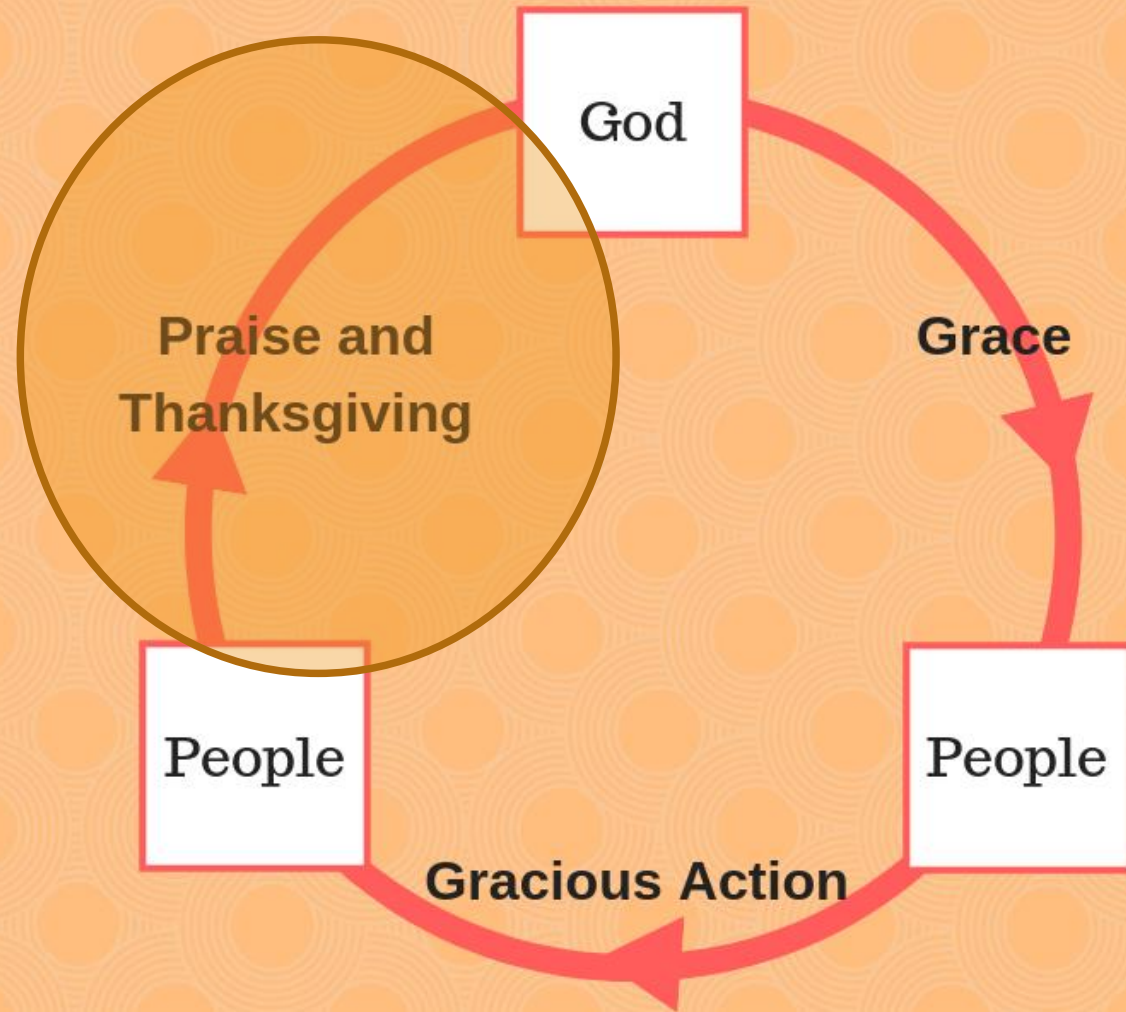


# Circle of Grace giving model





# Circle of Grace giving model



Did you thank this person for their previous gift? Did you thank God?





- Dear Mary,

As we celebrate 130 years of ministry at St. Andrew's, I am grateful for the people who have come before us and built this church. I am grateful for the people who prayed this community into existence and whose prayers sustain it still.

St. Andrew's is a place of worship and welcome for so many in our community.

People gather on Sunday morning and also for community programs like Girl Guides and Boy Scouts. They gather for weddings and funerals. I thank God for faithful donors like you whose contributions sustain our church as a place of worship and welcome.

As followers of Christ, we are called to hospitality. I am grateful that St. Andrew's continues to host our weekly seniors' tea and newcomers' English classes. As your minister, St. Andrew's is a venue for many conversations and opportunities for prayer and counsel.

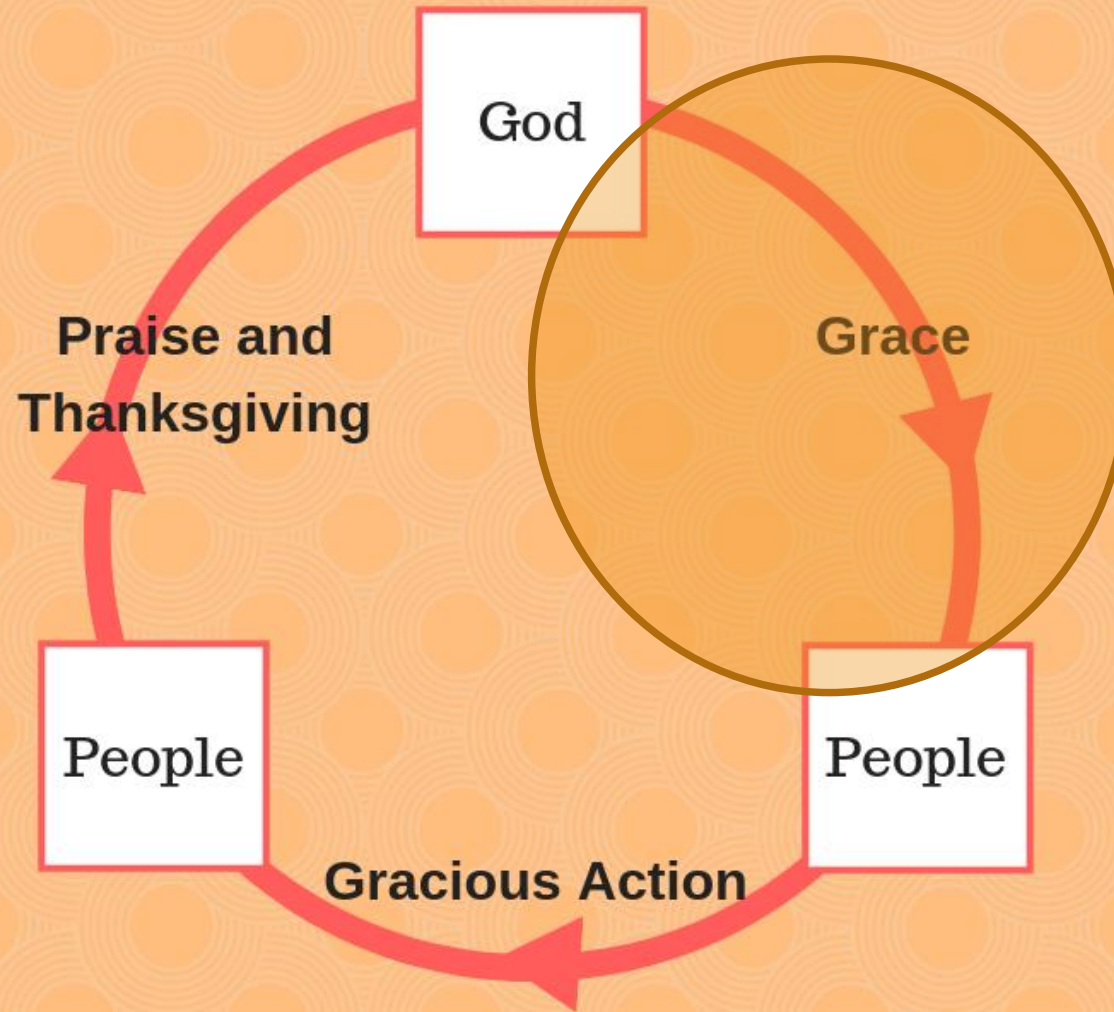


We praise God for our continued worship together.  
We are a community of hope, a community who  
trusts that our generous God multiplies our efforts  
and our gifts. Thanks be to God!

In Christian love,

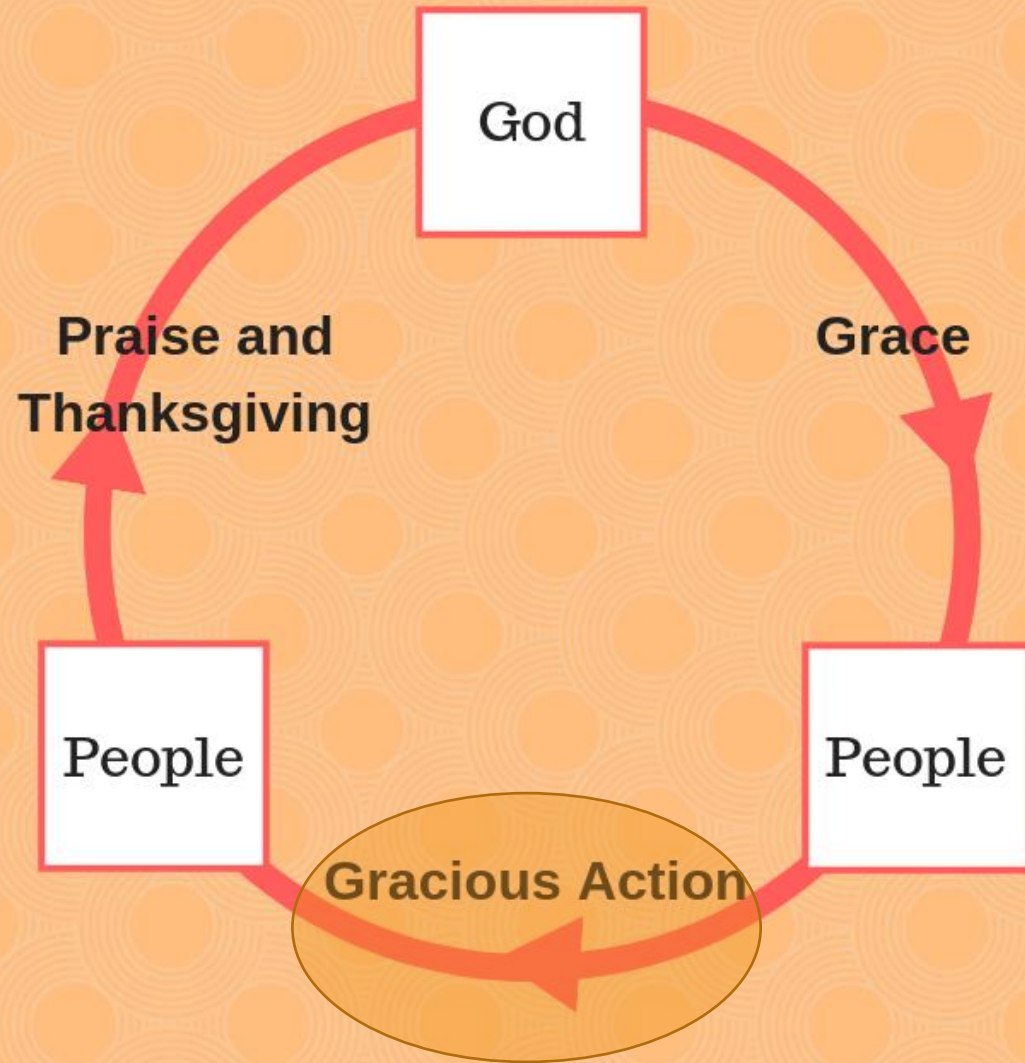
Rev. K. Penner

# Circle of Grace giving model

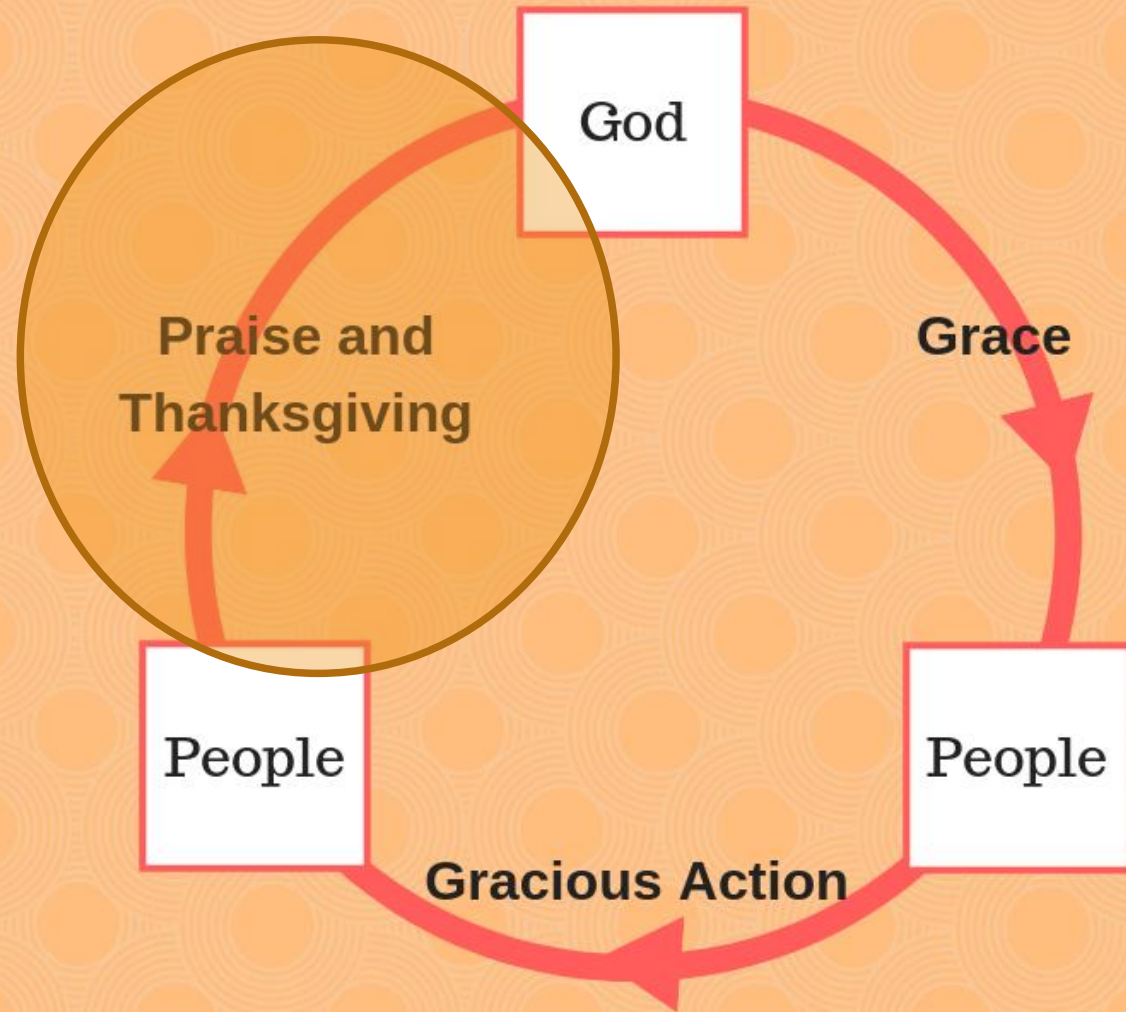




# Circle of Grace giving model



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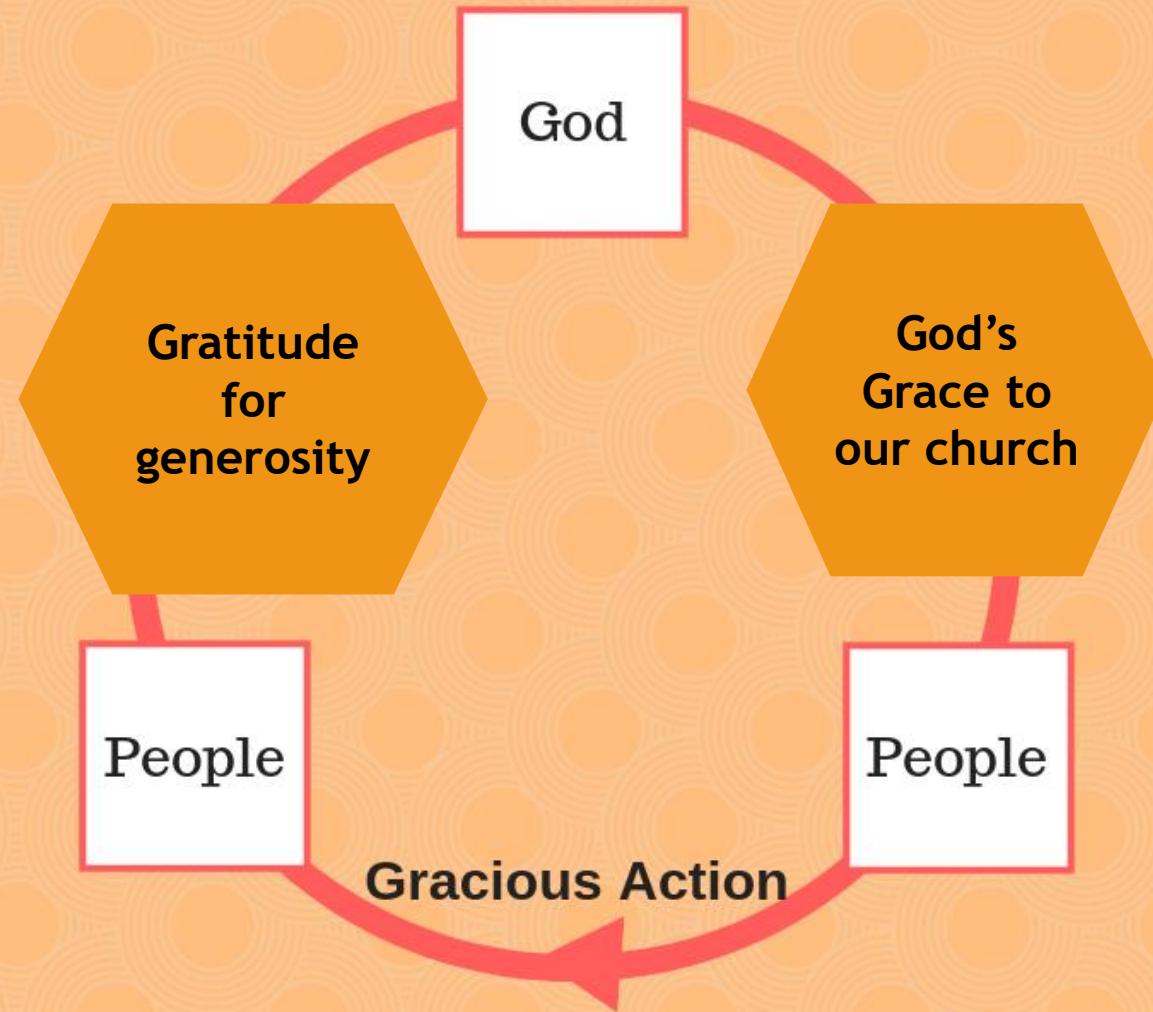




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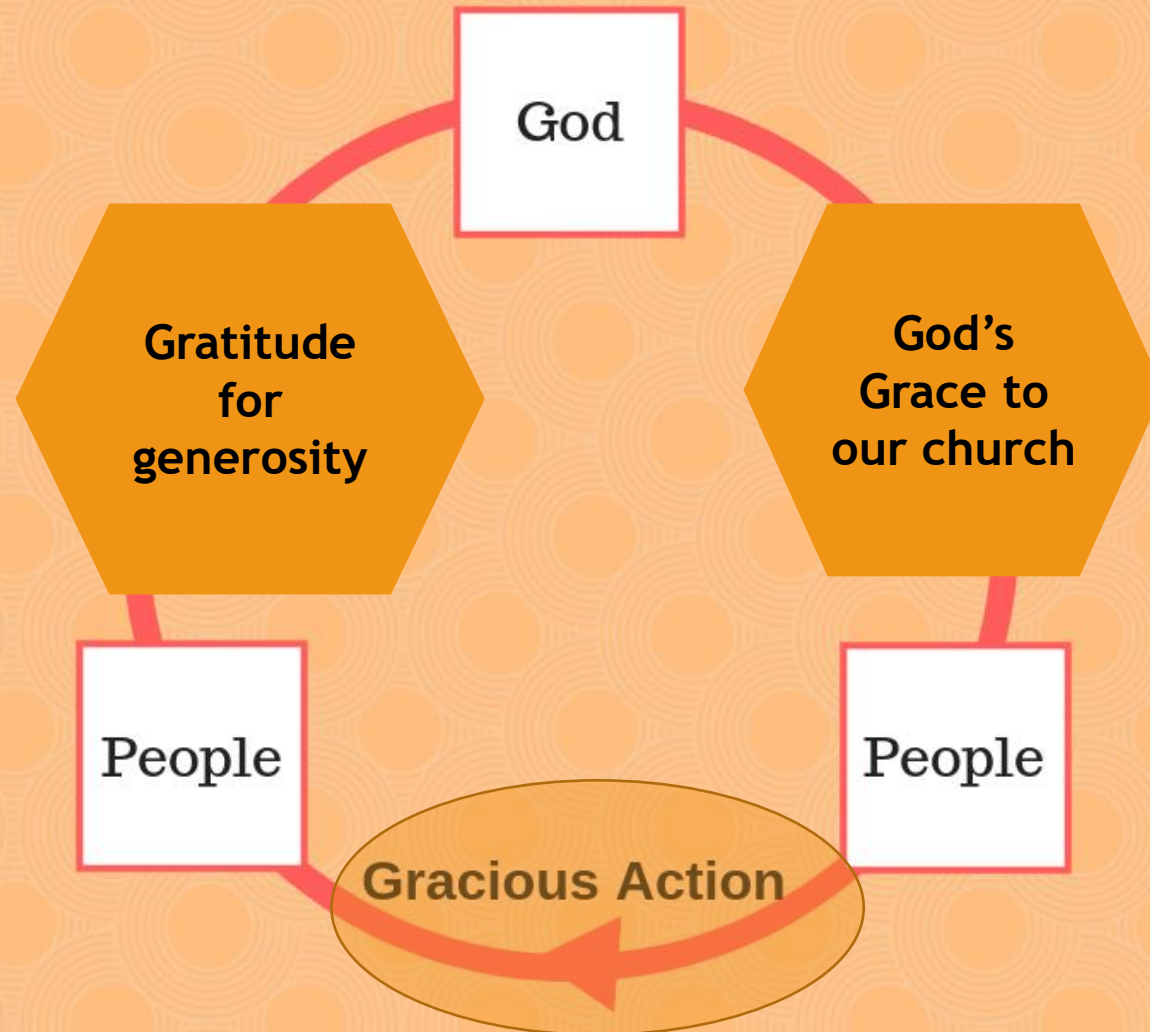


# Start with recognizing God's grace extended to your congregation

- As I write to you today, I am so grateful for...
  - Past, present, future
  - Worship
  - Opportunities to serve
  - Kindness
  - Hospitality
  - Faithfulness



# Circle of Grace giving model





Gracious action needed:  
Be specific

Gracious  
action  
needed



# Gracious Action Guide

Why  
give?

How  
much?

Why  
now?





# Why give?

Gracious  
action  
needed



- Budget deficits and financial shortfalls are NOT a compelling reason for giving!
- Christians give from gratitude, not emergency

# Why give?

**Gracious  
action  
needed**



- What ministry will these donations fund?



# Why give?

**Gracious  
action  
needed**



- Our congregation has a vision to...
- To do what we hear God calling us to do, we need...
- We want to be good stewards of our building ...
- New wineskins?

# Why give?

## Oh dear

- If every member of Peach Blossom gave \$2,000 our \$100,000 deficit would be gone.

## Better

- We value having a full-time minister who visits members who can't attend regularly, who counsels those who need extra support and who guides our community in times of grief and in times of joy.
- Your gift strengthens Peach Blossom ministry of caring for each other and for the community.



# How much?

**Gracious  
action  
needed**



- To hire a new youth pastor, we need..
- We estimate the roof repairs will cost...
- Childcare for 40 children costs...

# How much?

## Oh dear

- If every member of Peach Blossom gave \$2,000 our \$100,000 deficit would be gone.

## Better

- We ask every member of Peach Blossom to give as they are able. Some can give a little, some can give a lot. God can use all of our gifts. Together, we build up God's kingdom.
- \$100,000 will fund our church's ministry this year.



# How much?

**Gracious  
action  
needed**



- Please don't divide up the total amount by the number of households. Manna doesn't work like that, some gathered little and some gathered a lot, everyone had enough.

People gather on Sunday morning and also for community programs like Girl Guides and Boy Scouts. They gather for weddings and funerals. I thank God for faithful donors like you whose contributions sustain our church as a place of worship and welcome.

We ask every member of Peach Blossom to give as they are able. Some can give a little, some can give a lot. God can use all of our gifts. Together, we build up God's kingdom.

\$100,000 will fully fund our church's ministry of worship, education, fellowship and service this year.



# Why now?

**Gracious  
action  
needed**



- School starts in September
- The best season for construction is...
- We aim to collect our donations and pledges by December 31 so that we can make plans to...

Please type in your questions

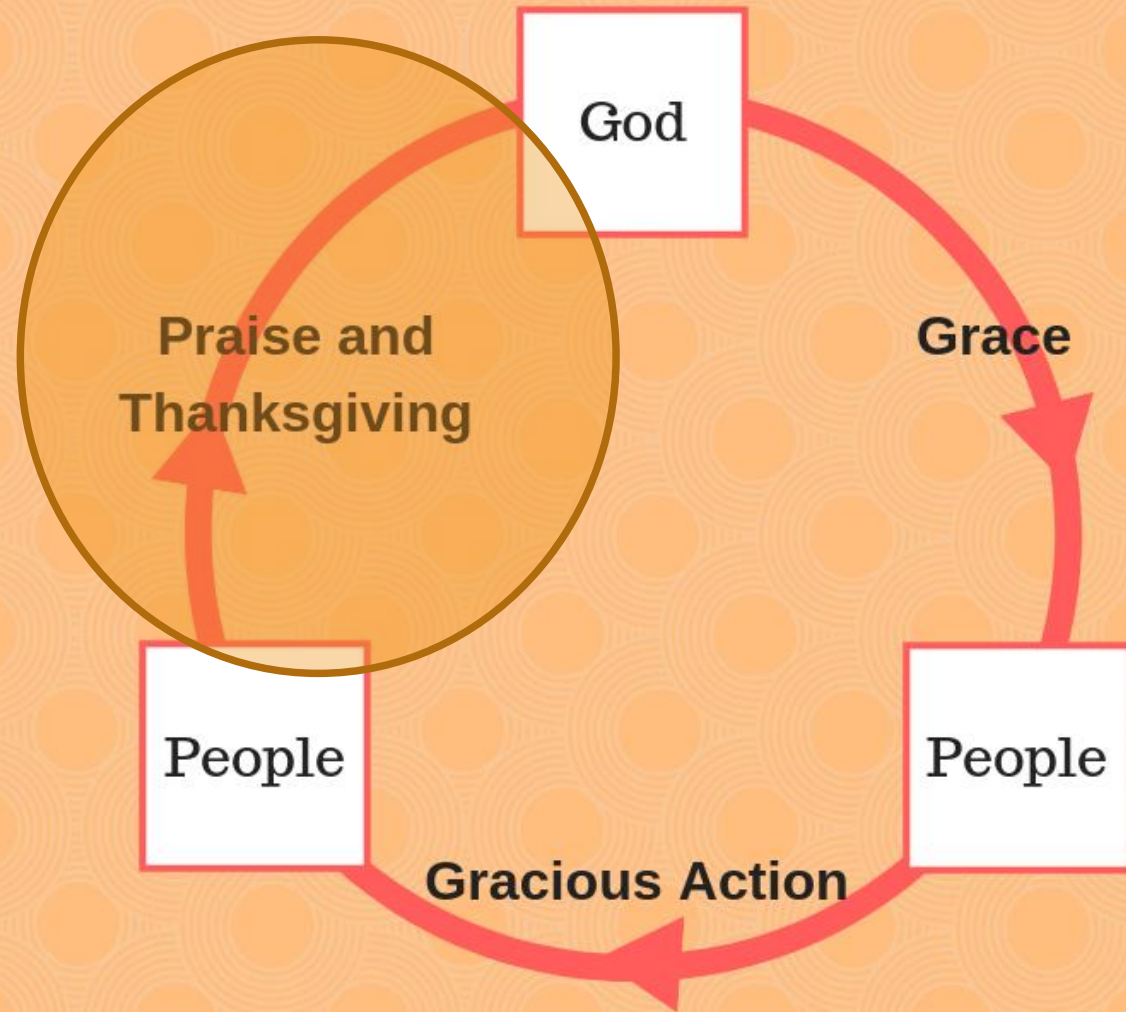
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# Start with a bad letter, then edit

- Does your congregation have a favourite hymn or worship song?
- What Scripture passages come to mind?
- Long letter is okay

# Circle of Grace giving model





# Finish by saying thank you

- When the Apostle Paul writes to the church in Corinth in 2 Corinthians 9 (try NLT)
  - So two good things will result from this ministry of giving—we will hire a youth pastor to reach out to our community, and we will joyfully express our thanks to God for the opportunity to serve and to grow.

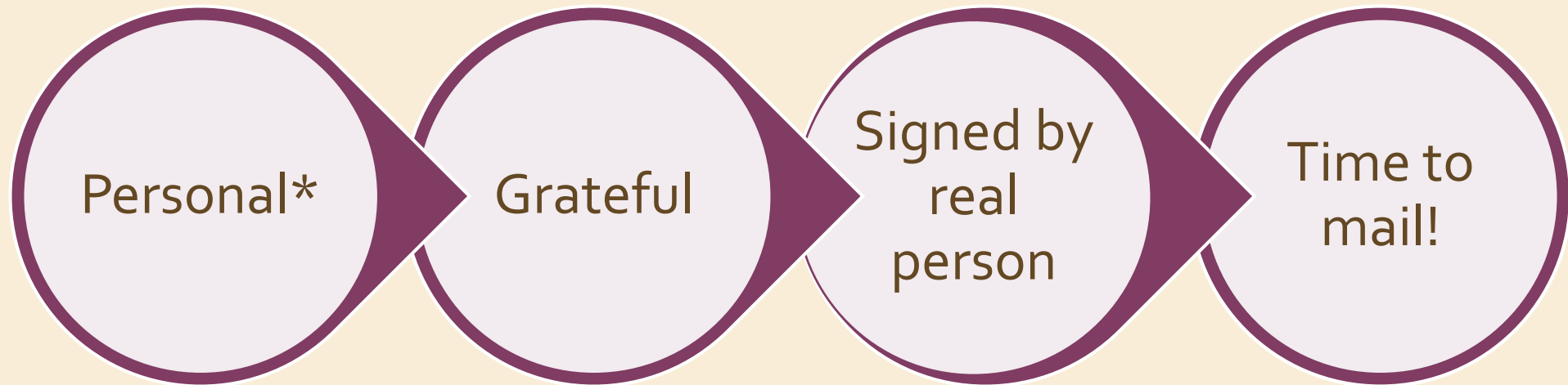


Also include a P.S. To contribute online, please visit our church website at...designate your gift to...

Excel in this gracious act of giving!



# Fundraising letter essentials – How?



\*Time to learn how to do a Mail merge in MS Word. You can do this!

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# Contact us

## Lori Guenther Reesor

- Lori Guenther Reesor on LinkedIn
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- [lgreesor.com](http://lgreesor.com) includes links to my blog, writing, thesis etc.
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ext 272



Thank You!

[someone@example.com](mailto:someone@example.com)