Giving Appeal Templates

**Personalize these templates by replacing the gray highlighted areas to fit your ministry.**

Template 1: Celebrating Accomplishments

Dear (name),

As 2021 comes to an end, we want to thank you for all the support you’ve given (church name) this year. We know the pandemic added stress and uncertainty into our lives and the life of our church, and we appreciate your faithfulness while we navigate new times and ways to carry out our mission: (church mission/vision statement).

Thanks to the generous tithes and offerings given by you, our church family, we were able to:

1. (accomplishment met through financial gifts; e.g., donate $5,000 to our local homeless shelter)
2. (accomplishment met through financial gifts; e.g., purchase streaming software and buy new cameras to provide virtual worship options)
3. (accomplishment met through financial gifts; e.g., support our missionaries serving abroad with $10,000 to continue spreading the Gospel)

All thanks to you!

As we approach the joyous season of Christmas and New Year, I want to personally encourage you to continue your faithful stewardship in supporting our ministry. In addition to cash and checks, we now offer more ways to give:

* Online: (church website)
* Text (keyword) and amount to (number)

I pray you and your family have a wonderful holiday season, and I look forward to seeing you at our (event details: e.g., Christmas Eve service, Friday, December 24, at 6pm in the sanctuary) or online at (church website).

Blessings,

Pastor Name  
Church Name

Template 2: Celebrating Growth

Dear (name),

As we prepare to celebrate Christmas and New Year, I want to take the opportunity to thank you for your faithful support of (church name).

This past year has seen many challenges, and thanks to the prayers, financial gifts, spiritual gifts, and time given by our church family, we’ve been blessed in seeing our church grow. This year, we can celebrate that we have:

* # new members in our church family
* # new small groups meeting virtually and # new small groups meeting in person
* $ donated to missions within our local community

And all thanks to you!

I encourage you to prayerfully consider making your year-end gift donation to our church so we can continue carrying out our mission: (church mission/vision statement). You can now give online at (church website) or through text by texting (keyword) and amount to (number).

I also invite you to join us for our (event details: e.g., Christmas Eve service, Friday, December 24, at 6pm in the sanctuary) or online at (church website). I hope to see you there!

With prayers of gratitude,

Pastor Name  
Church Name

Template 3: For Those Only Virtual

Dear (name),

This past year has seen many challenges, and we’ve missed in-person fellowship with you and our church family. Even though our doors have been closed, our church has continued to carry out our mission: (church mission/vision statement).

Thanks to your continued prayers and faithful financial support throughout this year, we’ve been able to:

1. (accomplishment met through financial gifts; e.g., donate $5,000 to our local homeless shelter)
2. (accomplishment met through financial gifts; e.g., purchase streaming software and buy new cameras to provide virtual worship options)
3. (accomplishment met through financial gifts; e.g., support our missionaries serving abroad with $10,000 to continue spreading the Gospel)

We couldn’t have done it without you!

As we approach the joyous season of Christmas and New Year, I want to personally encourage you to continue your faithful stewardship in supporting our ministry. We now offer new ways you can give from right where you are:

* Online: (church website)
* Text (keyword) and amount to (number)

I pray you and your family have a wonderful holiday season, and I invite you to join our virtual worship service on (day, date, time) at (church website).

Looking forward to fellowshipping with you soon,

Pastor Name  
Church Name