

STEPS TO WRITING A SUPPORT LETTER

1. Introduction – begin with a good opening sentence that catches potential donors’ attention, then share one or two brief sentences of personal information
2. Share a brief personal story about what God is doing in your life and/or what has inspired you to participate in the KWBR, and state the purpose of your project.
3. Describe how their gift is a part of the greater picture of the Kingdom – share specific details about the project (location, dates, etc.) and explain your hopes for God to transform lives through their giving. Communicate with excitement.
4. Present your need – Explain your need for both financial and prayer support. Do not be timid, but do be tactful. Be sure they feel like a partner in your ministry, not just a contributor to it. Always be specific about the amount you need and when you need it. Make sure this is several weeks before the actual deadline. You may also want to suggest specific amounts for them to give, such as the sponsorship levels listed on the next page.
5. Follow-up Plans – Tell the donor of follow-up plans you have. These may include a follow-up letter after the ride, a phone call and/or personal visit before the ride to explain the goals in more detail. If you tell them you will call soon, be sure to do it.
6. Closing – Thank them ahead of time for their friendship and for considering sponsoring you.
7. Personal Signature
8. Handwritten addition – This should always be included if you are using any type of a form letter. It should be brief but personal.

DOWNLOAD CUSTOMIZABLE SUPPORT FLYER

www.EndsCycling.com/fundraisingtoolkit

SAMPLE SUPPORT LETTER

Hello friends and family,

I’m about to embark on a long journey – 300 miles to be exact! You may think: “What’s the big deal? People travel 300 miles all the time.” My plan, however, is not to drive, but rather to PEDAL! In March 2020, I plan on joining dozens of other believers for the Key West Bike Ride 2020!

This ride is being put on by Ends of the Earth Cycling®, a ministry of New International (New Intl). New Intl is celebrating more than thirty years of ministry and has over 200 missionaries in 40+ countries.

As many of you know, I am not a cyclist. I have been trying to get in to cycling for about two months and I have found a reason to ride! I am not riding for myself, I am riding to transform the lives of youth in Thailand.

[see tour info page for ministry details] *Thailand has a population of 68 million people, an estimated 98% of whom don’t walk in relationship with Jesus. Prosperous Youth Foundation (PYF) works in Chiang Mai, the second largest city in Thailand. Many youth come from villages in the mountains, without access to education, while others have been orphaned or abandoned and are living in institutional care. PYF is working to create a network among these youth homes, and is connected with almost 70 youth homes. PYF partners with them by training youth workers, supporting the staff, discipling and doing leadership development with youth. In supporting these homes, the youth can be introduced to Christ and mentored while they pursue a better education.*

I would like to invite you to pray for me. Please pray for me as I train and for my family as we are in this together. Please pray as I ride in March 2020, and please pray about giving to support my cause. Perhaps you would consider a gift of 10 cents per mile (\$30) or 1 dollar per mile (\$300). My personal goal is to raise \$1,000 to transform the lives of youth in Thailand.

After the ride is complete, I will be sharing testimonies with you. I will also be sending out email updates along the journey. Thank you for your friendship and for taking the time to read this request. It is with great expectancy that I am praying and believing God to be glorified through the KWBR2020. You can find out more info at www.endscycling.com. You can donate securely online or by check (made out to New International) or cash.

Sincerely,

John Doe

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