



SUGGESTED RECIPIENT: Depending on your context, this letter or the “Increase Pledge” letter might be better than the other. In a smaller congregation, you might choose the increase pledge letter, or if the pastor is in the first year of their appointment, this letter might be better if you haven’t sent targeted letters before.

Dear.....,

Living a life that is “greater than” has been shown in so many transformative ways throughout the past several months. The love and generosity of God has shone brightly through all of you at (... *United Methodist Church*)--from [cite example of ministry] to the [cite another example]!

Please know I see you, and I hear you. As the Bible says in Genesis 33:10, “for truly to see your face is like seeing the face of God.”

You have always been so supportive of (...UMC) generously giving of your time, wisdom, experience, passion and financial resources to sustain and grow our ministry and mission. As we begin this year’s Annual Giving campaign, we hope we can count on your support again.

We don’t know what lies ahead, but in the face of the adversity and uncertainty we are facing amid the pandemic, we can be strong and courageous in the assurance of God’s steadfast love. The burdens we bear can be faced together. With the continuance of your generous and faithful gifts, our congregation will be able to do ministry that is Greater Than as we recognize that together is greater than alone.

Your past financial support has been crucial to the mission of our church. Now, as we begin this year’s Annual Giving Campaign, we hope we can count on you again as we recognize that together is greater than alone. Included with this mailing is a (Pledge/Commitment/Estimate of Giving) card for 2021. Please prayerfully consider increasing your annual pledge by ([XX amount]) or about \$(YY amount) per week, and thereby, make a pledge of \$(ZZ amount) for (year) and return your pledge card by (XX date).

Please join us for this series as we consider all that God has shared with us and what it means to live a life that is Greater Than...together.

If you have any questions, or would like to further discuss making a financial (pledge/commitment/estimate of giving) toUMC, please don’t hesitate to get in touch.

Faithfully,

(Pastor or Finance Chair)

P.S. Help our ministry be Greater Than with your gift today! Pledge card enclosed!