



**SUGGESTED RECIPIENT:** Depending on your context, this letter or the “Specific Pledge Increase” 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.....,

When you hear the term “all in,” what comes to mind? Maybe you think of taking a risk, or not holding anything back, making a bold decision, or dedicating everything to one cause or purpose. God showed us what being “all in” looks like when God gave his son Jesus to the world so that you and I could have new life. God didn’t hold anything back when God went all in for humankind. As disciples of Jesus and as a church community, we, too, are called to go all in for God – to live boldly into that new life we have been given and to share this treasure with the world.

Over the past year, I have witnessed the people of (... *United Methodist Church*) go all in for God and for each other from [cite example of ministry] to [cite another example]! We may not always know exactly how our bold decisions will unfold or if the risk will pay off, but as these examples show, God is and will be at work when, acting in faith, we go all in.

Your past financial support of our church has helped us to be the church we are today. During this year’s Annual Giving campaign and worship series, we are exploring together what it means to go all in. We hope you will join us in worship for this important time, ending with our Celebration/Commitment Sunday on (DATE).

We also ask that you spend some time in thought and prayer about what it means for *you* to go all in. How might God be calling you to grow in generosity this year, to consider taking that bold step of increasing your annual pledge? Your increased support will allow us to sustain and grow our ministries, extend our reach, and share God’s love with even more people.

The (Pledge/Commitment/Estimate of Giving) card for 2022, included with this mailing, is one tool to help you decide how you will give and for sharing your decision with the church. Please consider filling it out and bringing it to church on (DATE, or give instructions for submitting) as a sign of your commitment to the mission and ministry of (... UMC).

If you have any questions, or would like to further discuss making a financial (pledge/commitment/estimate of giving) to ....UMC, we’d love to be in conversation with you. Please reach out.

Faithfully,

(Pastor or Finance Chair)