

FUND-RAISING LETTER GUIDELINES

(NOTE: These guidelines are written to help you use the accompanying fundraising letter to raise money for the Anglicans Ablaze conference. Please **do not** give the guidelines to potential donors. Simply use the suggestions below to guide your efforts. May God bless you.)

1. Begin by taking a look at the fundraising letter and acquainting yourself with it.
2. Most people find it difficult to ask others for money for ministry, especially when it is for something in which *they* are involved. Oftentimes, it is much easier to ask for donations through a letter that explains the details. In our case, the fundraising letter states that the conference will equip you TO BENEFIT THEM AND OTHERS through your ministry.
3. It is sometimes a good idea to ask someone else to distribute the fundraising letters on your behalf. This person may take on the role of an 'advocate' for you. He or she may decide to send a covering letter along with your original letter, or he or she may serve as a voice of accountability, vouching for the amount that has come in, as well as confirming how it was spent and what was done with any excess.
4. Think, pray and make a list of about 20 to 40 people to whom you would like to give your letter—your pastor and parish council, church friends, other parishes, work colleagues, neighbours, family members and friends. Add the names and figures in the appropriate places on the fundraising form. You may want to write a personal note indicating how they may give; it is always a good idea to use an existing structure that creates accountability—eg. via your pastor or the church office, etc.
5. Make copies of your fundraising letter, place them in envelopes and distribute them in good time, remembering that some people will need advance notice or will only be able to assist you at the end of the month. Please don't put people under pressure by giving them the letter just a few days before the conference. Distribute it well ahead of time.
6. Please take note of what is written above about using accountability structures. Since people were giving for a particular purpose, if more money comes in than expected, give the excess to the Anglicans Ablaze Bursary Fund to help those who have needs, such as long, expensive distances to travel or to assist our young people etc.
7. Don't assume that people are familiar with Anglicans Ablaze. Try to give those whom you are approaching more information than the fundraising letter can provide—for example, give them a copy of our brochure or invite them to visit our website, www.anglicansablaze.org People give to vision that is being turned into action.
8. Be sure to say "thank you" to your donors.

Again, this letter is for **your purposes only**. Do not give it to possible donors. You may give it to your Pastor or Bishop, if it helps.

GOD BLESS YOU!

Revd Trevor Pearce

Anglicans Ablaze Team Leader.