Sample Letter to Accompany Campaign Introduction Foldout

(Introduces Campaign to Church and Announces upcoming Vision Sunday) 3 Samples Attached

(Responsibility: Senior Pastor)

Sample Introduction Letter #1

Dear Church Family:

It’s an exciting time to be a part of Church Name! I believe, as I hope you do, that the ministries of our church are a blessing to our church body and families in the community. God continues to bless us as we grow. Yet with this growth comes a challenge. Since our current monthly income is used for our operating budget, we must now focus on a solution to move forward where God is leading.

Campaign Title is the name chosen for our upcoming stewardship campaign. We believe that God’s guidance, it will fulfill our financial needs. Every household will be asked to prayerfully consider making a sacrificial commitment—over and above your ongoing tithes and offerings—to be given over the next three years. Through Campaign Title we plan to raise the necessary funds to move forward in ministry. Your involvement is vital!

For Sun AM Vision Gathering:

Make plans to be here on Sunday, Date. During this special service, you’ll learn more about our Project and Campaign Title and the importance of church-wide prayer as we move forward. No financial commitments will be asked for or received on this day.

For small group Vision Gathering:

Make plans to attend one of the upcoming Vision Gatherings on \_\_\_\_\_\_\_\_\_\_\_. (Give locations if possible.) The purpose of these meetings is to share information, answer any questions, and encourage you to make this a priority in your daily prayers. Please know that your participation in a Vision Gathering is very important and that no commitments will be taken at these meetings.

I look forward to seeing you soon!

In His Name,

Pastor

**Sample Introduction Letter #2 (specifically for a Building Project)**

DEAR CHURCH FAMILY,

Because I am not able to personally visit each of you, I am taking this opportunity to share recent events at (CHURCH NAME). I hope and pray that in doing so, each of you will sense God’s leading as we walk in His Grace.

I believe, as I hope you do, that the ministries of our church are a blessing to both our church body and families outside our congregation. God continues to bless us as our membership grows. Yet with this growth comes a challenge. Since our current monthly income must be used for our operating budget, we must now focus on a solution to maintain CHURCH NAME's positive mission and ministry.

CAMPAIGN TITLE is the name chosen for our campaign. We believe that with God’s guidance, this ministry will fulfill the financial needs of this new phase of our church's growth. As part of our CAMPAIGN TITLE program, every household is asked to prayerfully consider making a sacrificial commitment—over and above your ongoing tithes and offerings—to be given over the next three years. We hope to raise the necessary funds to move forward in our ministry. As you can see, the CAMPAIGN TITLE is an important step to our future, and your involvement impacts its success.

I’d like to invite you to attend one of the Vision Gatherings scheduled during the week of (Date). (include the location(s), dates, and times.)

Let me encourage your attendance at one of these meetings. There you will learn more about our (building, renovation, etc.) program and our (CAMPAIGN TITLE) campaign. We will discuss the importance of church-wide prayer during this crucial time and share information about our church and its ministry. No financial commitments will be asked for or received at these meetings.

The purpose of these meetings is to share information with you, answer any questions you might have, and encourage you to make this a special matter in your daily personal prayers. Please come to one of these Vision Gatherings as an example of support. Your attendance will also encourage others. We hope you’ll make arrangements to attend.

These are exciting days of the decision in our church. Let us commit to seek and act in God’s will. To the glory of God, we will move ahead with faith.

His Blessings,

Senior Pastor

**Sample Introduction Letter #3 (specifically for a Debt Reduction Project)**

DEAR (Church Name) FAMILY,

I want to thank you all for your generosity. Thanks to your years of sacrificial giving, we were able to move into our facility, beginning a new chapter in our church’s ministries. Our church debt topped X million dollars. Today— because of your faithful giving, as well as your stretch giving to pay down additional principal owed to our lenders—that debt is now under x million dollars. While there is still a need to retire the remaining balance, this is a good moment to stop and celebrate what God has already done in providing for our church.

Your generosity has been amazing, and our church is doing amazing things to impact the lives of people we know and don’t know. INSERT EXAMPLES HERE. Because of your amazing generosity and service to the community, the theme we have chosen for this capital campaign is CAMPAIGN TITLE.

We want to keep doing amazing things for God, so over the next several weeks, we will once again be asking for your support. In addition to your annual support of the operating budget, we are hoping you will partner with us over the next three years to continue the journey to pay off our debt, which over time will free up more funds for ministry. We invite you to do amazing things by getting involved to grow your faith.

I’d like to invite you to attend one of the Vision Gatherings scheduled during the week of (Date). (include the location(s), dates, and times.)

Let me encourage your attendance at one of these meetings. There you will learn more about our (debt retirement) program and our (CAMPAIGN TITLE ) campaign. We will discuss the importance of church-wide prayer during this crucial time and share information about our church and its ministry. No financial commitments will be asked for or received at these meetings.

The purpose of these meetings is to share information with you, answer any questions you might have, and encourage you to make this a special matter in your daily personal prayers. Please come to one of these Vision Gatherings as an example of support. Your attendance will also encourage others. We hope you’ll make arrangements to attend.

For now, please be in prayer for our church. Pray for God to lead us individually and together as the body of Christ. Let’s pray for amazing things to happen in us and through us.

His Blessings,

Senior Pastor