Giving for Life Good Practice

*Sending an Annual ’Thank You’ Letter*

One of the ‘Giving for Life’ elements of healthy church practice is to send an annual, personal ‘thank you’ to regular givers and clearly communicate that giving to the church enables the mission and ministry that flows from it.

A survey of 1100 parishes in early 2016 recorded that half of parishes had sent an annual thank you letters to their planned givers in the past year, and two thirds have sent one within the past three years. Sending a personal thank you values givers, acknowledges their contribution, and offers a great opportunity to encourage them with the impact that their giving as a group is having on their church’s mission and ministry.

In this download we offer three alternative thank you letter templates. Please customise them to suit your own situation, and here are a few pointers to help you do this:

* A thank you letter is a thank you! No P.S. please would you review your giving and see if you can increase it.
* It’s really good to include some of the ways that financial giving has enabled ministry and mission. Sometimes people feel as though their giving doesn’t make any difference, and these letters can help with that. You will find lots more examples of impact at the blog post: [thegenerousgivingproject.com/2017/08/03/pcc-guide-our-generosity-in-numbers/](https://thegenerousgivingproject.com/2017/08/03/pcc-guide-our-generosity-in-numbers/)
* Although it is a ‘thank you’ letter which acknowledges a commitment to give generously, it is written on behalf of the church family to a member of it. We need, as far as possible, to avoid “us” thanking “them”.
* It’s good to do something different each year – don’t use the same template over and over again. It can come from different people (although if it includes the amount given, it should come from someone the giver expects will know the details of their giving.) It could be a short handwritten note one year.

The following pages provide three templates that can be customised:

**St Agatha’s PCC, Anytown**

Address 1

Address 2

Address 3

# Address 4

Date

Dear ,

Thank you!!

I am writing to all of our regular givers to say “Thank you”! Your generous giving is a vital enabler of our work together as a church.

Last year we were able to :

* start a new youth club, with set up costs of over £1500.
* pay our Parish Share in full, contributing our share of the costs of making ministry to every person living in this area.
* upgrade the kitchen in the church hall, and repair the church heating system. This ensures that we keep our building in good shape.
* give away over £x to support our four chosen mission agencies and charities : a, b, c and d.

All of this takes time and money, and it wouldn’t have been possible without the generous contribution of our regular givers - you are making a real difference!

Yours sincerely

The Revd Somebody Somebody

Priest-in-Charge of St Agatha’s

St Nicholas’ New Town

***Address 1***

***Address 2***

***Address 3***

***Postcode***

***Date (January / February)***

*[Handwrite in blue ink: Dear xxxxxxx],*

**On behalf of St Someone’s, thank you!**

As we draw together our Accounts for [20XX], I am writing to thank all our regular givers for their generous contributions. Thank you for your own regular gifts of [£xxxx] during [20XX] [which, with giftaid, came to £xxxx[[1]](#footnote-1)\*].

Regular givers like yourself are absolutely vital to St Someone’s mission and ministry. Between us, we gave £xxxxx during [20XX], which makes up [xx%] of our total income. Through this generosity, last year we were able to:

* Pay our Parish Share in full, which pays for the costs of the ministry we receive;
* Continue to employ our Youth Group Co-ordinator; our youth group is flourishing with 20+ young people attending regularly;
* Run our soup kitchen for the homeless, serving hot food to xxx people each winter;
* Undertake vital repairs to the roof, and re-fit our rather historic toilets!
* Give away £xxxx to support our chosen mission agencies and charities , including xxxxxxxxxxxxxxx, xxxxxxxxxxxxxx, and xxxxxxxxxxxxx, as well as supporting Firstname Lastname during her mission posting to Uganda.

Looking ahead, it is good to know that – because of generous regular givers like you – the PCC can plan for St Someone’s continued growth with confidence. Once again, thank you very much for your own regular and committed giving.

Yours sincerely,

*[Sign by hand in blue ink]*

***A.N.Other***

***Treasurer***

St Someone’s Church, Sometown

***Address 1***

***Address 2***

***Address 3***

***Address 4***

***Date***

**(Handwrite in Dear x)**

On behalf of the PCC, I am writing to express our grateful thanks for your continued commitment to give regularly to enable our mission and ministry here at St. Someone’s. Our records show that you gave ( include amount) to St Someone’s during the past year. If you are a higher rate taxpayer, can I just remind you that you can benefit from further tax relief which can be claimed through your tax return as Gift Aid is only reclaimed by the PCC at the standard rate.

As a result of your giving, and the contribution of other regular givers, we have been able to achieve a number of important things during the last year. These include :

* paying our Parish Share in full, which pays for the costs of the ministry we receive.
* running a successful youth club, with over 20 young people coming most weeks.
* offer training and resources for our new pastoral visiting team who visit the elderly
* install a new sound system (or some other repair) to ensure that we keep our building in good shape.
* giving away over £x to support our chosen mission agencies and charities : a, b, c and d.

Once again thank you for your generosity and for your continued commitment and encouragement, all of which is greatly appreciated.

Yours sincerely

**(Sign personally)**

***A.N.Other***

***Gift Aid Officer***

1. \* Don’t forget that if you are a higher-rate taxpayer giving with giftaid, you can reclaim via your tax return the difference between standard rate and higher rate tax. [↑](#footnote-ref-1)