

Sample “Recession” Appeal Letter

Dear *(Name)*,

At *(Name of ministry)* we do not make it a practice to send out urgent or overly-dramatic appeal letters. We are careful stewards of the funds we have and we want to be careful stewards of our relationship with you. Therefore, only in special circumstances do we approach our faithful friends with a notice of tight financial times at the ministry.

This is one of those times.

We are not in a panic however. God was not taken by surprise by the recent economic downturn and we are not going to suddenly begin telling you that the sky is somehow falling. It's not.

This is where we are as a ministry: During this year, giving is down by 15%, which for us in real terms is \$25,000 (*place your own figures for the hypothetical numbers*). We are currently tapping into funds we had in place for a rainy day, meaning that we are in a difficult financial situation.

Our board and staff have taken appropriate emergency financial measures to lower costs without cutting services to our clients.

In short, we've done all we can. To continue to reach out to women and families facing unplanned pregnancies with the hope of Christ and the truth of life, we need friends to take us by the hand and join us at this time.

Our vision is to see abortion become obsolete in this area; to get there we need to be the first choice of those facing unplanned pregnancies. If they come here first, they are less likely to consider ending their pregnancies. This vision hasn't changed because of the current economic climate. We simply need to get past this challenge and start moving forward again. We won't quit; we've just reached a bump in the road.

We are asking then—if you are able—that you consider a special gift at this time. We've worked through our plans and believe that—with an infusion of \$32,000 in the next few months—we will be back on track and prepared to press on with our mission.

You may be able to give a large portion of this amount, such as \$10,000 or \$20,000; or it may be that you can give \$25, \$50 or \$100. Each of us—if we ask the Lord what He would have us to do—will find our role in this endeavor. We're convinced of that. Will you join us in simply asking God what He would have you to give and join us in this effort?

We've enclosed an envelope for your gift, and if you have any questions, feel free to give me a call at 000-0000. Together—through one-time gifts and monthly gifts—we believe we will overcome this challenge. Thank you in advance for considering this request. We look forward to hearing from you.

Sincerely,

Executive Director

Board Member or Board Chair