

## **A Sample End-of-Year Appeal to Your Supporters from *LifeTrends*:**

Dear (Supporter's Name),

As we close out 2009 we want to thank you for your faithfulness to this ministry; a commitment that is clear through your financial support.

We prepare for 2010 with anticipation, knowing that God has a plan for this ministry to continue touching lives with the hope of Christ; to continue changing hearts—and to continue saving lives in the process.

In essence, (*name of ministry*) is here to build a wall of protection for women and families in this area facing unplanned pregnancies. We want to be the first choice for women, a choice of hope and a place where they can learn of the empowering choice of life.

### **We're together in a powerful endeavor**

Ours is a great calling, to be sure. In today's political and social climate, defending the lives of children with love and conviction is—quite honestly—difficult. But we're in this together. God has placed us in this moment not to decry this calling as a burden, but to take it on as the clarion challenge of our generation—and to succeed in truly turning our culture toward life.

So—despite the challenges—our plan is to continue moving forward as a ministry. We're reminded that we always advance with wisdom; yet when it comes to matters of life, there is no room for retreat.

### **Launching (*name of ministry*) into the New Year**

Of course at year-end, your special gift will give us a significant boost as we close out the year and set our course for 2010. If this is possible for you, we would appreciate your remembering (*name of ministry*). If you are giving monthly, perhaps you will consider a "13th Gift" at this time, matching your regular investments in this ministry with an extra gift. Or if you give at other intervals, you may want to join many others who are planning to match a major gift from the last 12 months as we enter the Christmas season.

An envelope and a response card is enclosed—or you can give online at (*fill in your website URL if you have online giving enabled*). Every gift is appreciated, and every gift makes a difference.

With Christmas upon us, there is so much to be thankful for. We're thankful for you and your heart for this ministry. It is—to be sure—an encouragement.

Thank you for taking a moment to read this letter. In the days ahead I look forward to sharing with you how through your gifts we are truly touching hearts, saving lives—and in our corner of the world—creating a culture of life in America.

Sincerely,

Executive Director

Board Member

*Letter reprinted by permission from LifeTrends. If you'd like to know more about the resources provided by LifeTrends that can be used to encourage your volunteers, educate your Board and reach your supporters, or if you're looking for a great speaker for your next banquet, contact Kirk Walden at [kirk.walden@comcast.net](mailto:kirk.walden@comcast.net)*