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THE PARTNERSHIP CONNECTION

Time for that Year-End Appeal

by Jeff Townsend, Director of Field Development (DFD)



There is no question that recurring monthly donors should provide the bread and butter of your ministry support. Still, a well-crafted year-end appeal sent to your contacts sometime between Thanksgiving and Christmas is your most important written appeal of the year. I say "written" because we always recommend that you make initial "ask" appeals in-person. In addition to a written appeal sent during the holidays, you may want to follow that with a reminder the week between Christmas and the New Year.

I'd like to share with you what I have been doing for my year-end appeals. Keep in mind that my ministry as DFD is to ISI staff, whereas your ministry is to international students. So just substitute "student" for "staff" in what follows.

Each year I select a new ISI staff person I have had the privilege of meeting, training and tracking in PD during the previous year. I then ask permission to use the story of our working together in PD. I also ask for a picture of this staff person immersed in ISI ministry (with great care taken to ensure student security). Then I build the appeal letter around the picture, making sure that I do not exceed one page. What I say boils down to this: "Your investment in my ministry helps me and others put more and more new ISI staff like this one on more and more campuses across the nation. Then God uses our staff to befriend, introduce to the Word, win to Christ, disciple and launch international student believers back to their own people group as servants for Jesus Christ. Please prayerfully consider making a year-end investment to enable me to continue my work multiplying the ministry of ISI." I then make sure I provide the all-important "Ways to Give" information. Some of our staff prefer to use a "Give" button which is easy to create (plenty of YouTube videos can guide you).

Your appeal might say something like this: "Your investment in my ministry to international students like _____ helps me and others befriend, engage, win, disciple, and launch these student believers back to their own people groups and nations as servants of Jesus Christ. Please prayerfully consider making a year-end investment in my ministry to reach international students with ISI.

I hope you will take the time to prayerfully create a well-crafted year-end appeal to your donors. And may God bless the response. Remember: Our job is to present the opportunity—God's job is to move people to give as we pray.

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