

COVID-19
Sample Appeal Letter
(on your letterhead for credibility)

(This letter uses a 13-point font because it's easier on older eyes. It's in a clear font; don't go for Shakespearian or Comic Sans. Paragraphs are shorter and simpler to read. It's 2-pages; no need to scrunch everything onto one page.)

Date

Dear (Whenever possible – use the person's name. You may not have the bandwidth to do that for this particular mailing):

(Indenting paragraphs makes it look less like a business letter)

Who would have ever thought that we'd find ourselves weeks and weeks (and weeks) away from each other in worship? It hasn't been easy, has it? I have definitely missed seeing you.

And yet, **God is *still* working in our community and through our church.** (Bolding lets people skim, if they don't want to read the whole letter) Because of you and your financial generosity, we have pivoted in near-miraculous ways to offer:

- on-line worship
- care for those who are most isolated
- on-line Bible and book studies, parents' happy hours, men's breakfast meetings
- food bank deliveries
- gift cards for our neighbors in need
- mid-week devotions
- Zoom youth group (not once, but twice a week)

The good news is this: church is not cancelled! Because of you and the gifts you provide, the church's doors are swinging wide open. You are helping us learn new ways of "being together while we're apart." You are helping us to be the church in our community.

We know that COVID-19 has hit some of you harder than others. Whether you have lost a job, seen a significant loss in your finances, or have been ill, we want you to know that your church community is praying for and standing with you. *Please let us know how we can be with you in your time of need.* Contact (and provide a name and number or email).

And we also know that some of you are looking for ways to make a difference. We are committed to keeping our staff employed and keeping our church in excellent

(and sanitized) condition so when we are ready to return to “normal” – whatever that looks like – your church will be ready and raring to go. That, friends, does cost money.

If you are able, **your financial support is critical at this time.** As you can imagine, because we have not been “passing the plate,” our income is down. Thank you to those of you who have continued to pay your pledge or have given us an extra gift. You are making a huge difference.

Please consider giving a gift today.

There are several ways you can give:

1. Through the good old-fashioned mail. To make it easy, I’ve enclosed an envelope.

2. On-line. Go to our church’s website (be sure to have the website address here and on your letterhead) and make a secure donation.

3. Set up a recurring gift through your bank (we like this one the best). Just as you pay your bills on-line, add the church (though we see this as a gift of love, not as a bill!).

In the midst of all the bad news – and there’s plenty of it to go around – **God is still shining a light in the darkness. You are that light.** Though we may not be meeting in person, you are the disciples who can shout the good news of Easter to all the world: Jesus is risen, He is risen indeed.

Thank you again, for your faithfulness. God bless you, until we meet face-to-face.

(sign your name in a color other than black)

Rev. John Wesley

(If possible, write an additional note of encouragement in your own handwriting.)