The Content Offer

Dear <name>,

We want to thank you again for your participation and partnership with <ministry name – specifics>. We love the work we do with <ministry line> and hope you come to know even more about our passion and the ways we <what we do>.

By way of saying thank you, but also to offer you an opportunity to get to know us better, we’d like to send you <this is your content offer>. Just reply to this email or click here and put Yes! in the subject line and we will make sure and get <content offer title again> out to you right away.

You can be assured that your new partnership will absolutely impact (ministry audience).

(Your sign off),

Name

Title, Etc.

*(Of course, the part I can’t really determine is what your content offer should be. What content do you have, ideally even self-created, that actually would be helpful to them, or be a really solid example of showing them your great stuff. If you are reading this and you are a Youth for Christ, Young Life, FCA chapter, then you have to decide what might encourage (impress?), a partner about the work we do. Is there anything we can send that might actually also serve them, i.e. 10 tips for helping teens grow in their faith, maybe something they would find interesting about teen culture.) Keep this in mind, you are trying to accomplish multiple things here:*

1. *Truly thank them. This isn’t a ploy. Don’t let it become that.*
2. *Show them your expertise or the unique resources you have access to as it relates to successfully accomplishing your ministry.*
3. *Get them to take some action, show interest, which is why you make this an offer they have to follow up on.*

*This is a really, good strategy. If you are stumped about what content you might offer, please do not hesitate to call or email. I’d love to take a few minutes and brainstorm some ideas for you.*

The Survey Offer

Dear <name>,

Yes, we love reaching <ministry focus>, but we know that Kingdom impact takes partners just like you, standing right beside us as <ministry focus>.

To that end we love getting to know more about our partners and as a one of our newest partners, we like to learn a bit more through this simple survey. If you’d be so kind to just respond to three simple questions it would be a great help and we promise, this is only about making our efforts together even stronger.

1. How do you first hear about <ministry name>?

\_\_A friend \_\_A staff member \_\_An event \_\_Other

1. 2.Tell us your preferred communication methods (check as many as you like)?

\_\_Phone \_\_Postal \_\_Text \_\_Email \_\_Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Areas of service are you most interested in (check as many as you like)?

\_\_Campus Life \_\_Juvenile Justice \_\_Teen Moms \_\_Deaf Teen Quest

\_\_Point Break \_Summer Camps

Thank you so much. Your responses really help us in getting to know you just a bit better and hopefully in also knowing how to keep you encouraged, motivated and informed about the incredible impact YOU are having in the lives of <ministry focus>.

(Your sign off),

Name, Title, Etc.

*So, depending on your technology, in a best-case scenario, you send this out two ways. Digital, so it lets them fill it out and submit online. But many faith-based non-profits won’t have access to that technology. So of course, snail mail. Make sure the form is prepopulated with the recipient’s name, address, etc. Make sure you include a return envelope (pre-stamped??). Put the survey on its own page. Don’t make them tear it from the letter itself.*

*Of course, you can change the questions and/or add more, but really truly do not ask more than 5, getting everyone to answer a few is far more valuable than getting 40% of them to tell you more.*