

SAMPLE FOLLOW-UP EMAIL

2023 National Staff Gathering



Send an email like this to ministry partners 2-3 weeks after they've received your conference funding appeal letter. This will remind them of your request and make online giving easy for them.

Another option is to send this email after your follow-up phone call if, during your conversation, you realize your ministry partner doesn't have your online giving link.

Modify the text of the email for your situation. Where applicable, change pronouns and dollar amounts, and add your NavID to the online giving link.

Dear **(Ministry Partner Name)**,

(Personal comments that relate to recent interaction.)

Thank you for allowing me to explain a little about The Navigators National Staff Gathering this fall and for praying about whether God would lead you to make a special gift toward helping me attend.

Here's a reminder of my conference funding goal:

Conference fees:	\$XXX
Travel:	\$XXX
Food:	\$XXX
Lodging:	\$XXX
Grand total:	\$XXX

I will call you on **(agreed-upon date)** to see how the Lord is leading you regarding this giving decision, but, if before then, you decide to give, this is my secure online giving link: navigators.org/staff/NAVID.

Give Today

Thanks again! I'm so grateful for your friendship and partnership in ministry!

With gratitude,

(Name)

P.S. Please call **(phone number)** or email me if you have any questions!