*Direct mail piece to everyone who has not given yet in 2020 and everyone whose giving is less than $300.*

November 23, 2020

Name

Address

City, State, Zip

Dear Name(s);

In so many ways, you are likely ready for 2020 to be behind us. This year has challenged and stretched us all in ways we hadn’t imagined.

After these challenging months of disruption, I am savoring the arrival of Advent. It is a season of hopeful waiting—of eager anticipation of the birth of a Savior. And I am intentionally setting my focus on hope: hope for next year to be safer and less polarizing; hope for space for relationships both new and old to flourish; hope for a time when we can be fully back together in worship and when I can visit with people without concern of COVID precautions.

At the same time that I am ready to put these unsettling months behind us, I am grateful for what God has done among us this year. We have learned how important our community of faith is to us. We have recognized the need that we have for sabbath rest and to gather together in worship. We have experienced the need to rely on God and not just on ourselves. More practically, we have learned that we can worship virtually and to better utilize technology to engage our ministries and the work of the church together.

Due in part to disruptions in our ministries over the year, we have realized some cost savings. Combined with the faithful and generous support of the congregation, we anticipate ending the year with more revenue than we spend. Thanks be to God! As generosity continues over the coming weeks, we have a plan. We will\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

You may not know that there is a special tax advantage this year to encourage giving of at least $300 to charity. The CARES Act passed by Congress in March will allow those who do not itemize on their taxes to deduct up to $300 on next year’s taxes for gifts made to charitable organizations like \_\_\_\_\_\_\_ Church. The deduction is only for gifts of cash made in calendar year 2020.

Please consider a gift here at the end of the year to keep our ministry strong and ready for 2021. Your support gives me hope that we can make an even bigger impact now and be ready to live further into our mission next year.

In Christ

Pastor

*Newsletter/bulletin piece*

$300 Deduction Available

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Many of you have already given more than $300 and for that we are grateful. For those considering an extra gift to \_\_\_\_\_\_\_\_\_\_\_\_\_ Lutheran Church, we wanted to let you know our plans for what we will do if revenue ends up exceeding expenses. With excess funding, we will:

* Thing 1
* Thing 2

The pandemic has taught us that there is tremendous need right now—in our congregation, in the community, and around the world. Every gift and every giver strengthens our shared ministries to nurture faith, care for our community, and share God’s Good News throughout the world. Thank you for giving.

To qualify for the CARES Act deduction and to allocate funds as designated above, gifts should be received at the church by December 31, 2020. Send check to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(address) or give online at www.\_\_\_\_\_\_\_\_\_\_\_\_.