



## Letter to Business Leaders (sample)



[Print on church letterhead.]

February 21, 2010

Dear Community Business Leader:

Christ not only calls each of us to walk with Him, but He calls each of us to walk the extra mile for our neighbors both here and abroad.

Allow me to introduce myself. My name is Chet Caudill, and I am the Pastor of Student Ministries at Raven Assembly of God. This coming Easter weekend (April 2-4), we will have about 40 young people carry crosses 35 miles over a three-day period. This event will take place in Tazewell County, and we are doing this to raise money for missions works around the world. We are calling this walk "Via Dolorosa," which literally means "the way of the cross" or "the way of suffering." I have overseen five other Via Dolorosa walks, two in a town in West Virginia, one in Tazewell, Virginia, and the last two in the Richlands area. We have seen amazing results! The first three years' cumulative total raised for missionaries was over \$23,000. In 2002, we raised over \$12,000. And last year alone during Via Dolorosa, \$13,500 was raised for missions efforts, which literally help people all over the world and even here in America.

We are encouraging individuals and businesses, such as yours, to give a tax-deductible donation to this worthy cause. Those donating \$100.00 or more will be listed on our **Sponsor Board**, which will be located on Rt. 67, at the Raven Assembly of God. Also, the names of the sponsors will appear in the local **newspaper**, on the **radio**, and in our **church bulletin**, with a total readership of over 300 households. You will also receive a tax receipt for your donation.

You can make an investment by calling Raven Assembly of God's church office at 555-964-5333, or by giving a donation by check to the bearer of this letter. Please make checks payable to Raven Assembly of God and write "Via Dolorosa" in the memo line.

If you have any questions, please call me at the church office from 9:00 a.m. to 5:00 p.m., Monday through Friday. You may also reach me at the following Raven Student Ministries phone number: 555.555.5555.

Thank you for your time,

Chet Caudill  
Pastor of Student Ministries  
Raven Assembly of God

