



wisconsin conference
UNITED METHODIST CHURCH

Think Greater

LETTER INSTRUCTIONS

Letter # 1 – Intro (Postal or Electronic)

Mailed early September to all members and active participants in the local church/congregation

Introduce “Live, Give, Love... Beyond All Expectation” program
On church letterhead with campaign theme logo

Letter # 2 – Invite (Postal or Electronic)

Mailed one week before launch Sunday to all members of the local church/congregation

Promote “Live, Give, Love... Beyond All Expectation” program
On church letterhead with campaign theme logo

Letter # 3 – 2nd Invite (Postal or Electronic)

Mailed one week before launch Sunday to all non-member participants of the local church/congregation

Promote “Live, Give, Love... Beyond All Expectation” program
On church letterhead with campaign theme logo

Letter #4 – Challenge (Postal or Electronic)

Mailed one week before commitment/consecration Sunday to all participants of the local church/congregation

Commitment challenge phase – “Live, Give, Love... Beyond All Expectation” program
On church letterhead with campaign theme logo

Letter #5 – Thank you (Postal or Electronic)

Mailed one week after commitment/consecration Sunday to all participants of the local church/congregation

Thank you phase – “Live, Give, Love... Beyond All Expectation” program
On church letterhead with campaign theme logo

