Sample Congregational Letter

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

The America for Christ (AFC) Offering 2017 theme, “Cultivating Leaders, Equipping Disciples, Healing Communities,” reminds us that, as American Baptists, we exemplify a vital legacy of mission and ministry dating to 1824. The 21st-century challenges of leadership are numerous, but we are invigorated by the passage of Luke 4:18-19: *“The Spirit of the Lord is upon me, because he has anointed me to bring good news to the poor. He has sent me to proclaim release to the captives and recovery of sight to the blind, to let the oppressed go free, to proclaim the year of the Lord’s favor”* (NRSV).

Through your generous donations and partnership, American Baptist Home Mission Societies (ABHMS) is committed to cultivating dynamic Christian leaders who are culturally and spiritually competent, in touch with their churches and communities, and passionate about ministry and helping people. Highly developed Christ-honoring leaders are called to advance the mission of peace, hope and love in their churches and communities with resilience, faithfulness and proficiency.

Your AFC gifts will come alongside ABHMS as we continually address the question: *What do leaders need to continue growing and developing?* The AFC Offering 2017 reminds us that service is a way of life for Christ’s church. Cultivating leaders is a call to all of our American Baptist family.

Consider making a generous gift!

We are encouraged by this year’s theme, “Cultivating Leaders, Equipping Disciples, Healing Communities.” I am asking you to join me in giving generously to this year’s AFC Offering 2017 and helping us to reach our goal in support of home mission across the United States and Puerto Rico.

Together we can make a difference.

Your Pastor,