**[Church name], [Placename] Parochial Church Council**

[Date]

As members of [Church name] Parochial Church Council (PCC) we are writing to you as belonging to the wider [Placename]community, with a resultant interest in all that affects our life here. Similar letters are being addressed to others farther afield with links to [Church name] or to the area, as well as to those on the church electoral roll.

All of us are truly fortunate to live in [Placename], for many reasons. The church plays a significant role in the neighbourhood, not simply providing for those who attend services on Sundays. It is a community asset where people can spend a few moments in quiet reflection or prayer, join with others at times of joy and sadness at baptisms, weddings, and funerals, or [… add any special reasons here]. Most here, we believe, find it reassuring to have [Church name] as a part of [village/town] life.

This is why we are inviting your help with the problem which the PCC is facing. To put it bluntly, the church’s income is being outstripped by day-to-day expenditure. The note overleaf shows the current and projected financial situation of [Church name]. Over the last decade costs have been increasing incrementally while regular income has been shrinking. Though we are hopeful of doing better during the current year as the financial impacts of Covid lessen, the risks of another year in deficit are still substantial. If the church is to continue its key role in [Place name] and its neighbourhood, we need to increase our income from planned giving.

We understand this is a time of uncertainty for many people and that there will be many calls on your resources. However, we very much hope you will feel able to join the planned giving scheme, which enhances our ability to budget for day-to-day expenditure. If you are willing to help, we shall be grateful for whatever you are able to give either through the scheme or as a one-off donation. A response form is enclosed, and replies may be posted or emailed to [Treasurer name and email], Treasurer of the PCC. Your reply will be strictly confidential and known only to him.

Yours sincerely,

On behalf of [Church name and placename] Parochial Church Council