**[Church Name & Place Name]** **Parochial Church Council**

[Date]

As members of the [Placename] Parochial Church Council (PCC), we are writing to you as a person who has a connection with [Placename] and its neighbourhood. [Church name] church is an essential element in what [Placename] is today. Apart from regular services and use for baptisms, weddings, and funerals, it offers a place where visitors can go to find a moment of peace or to pray and reflect. Through your connection with the [village/town], you too may well love this place.

Whether or not the Church occupies a special place in your life, or somewhere that you turn to when in need or on special occasions, [Church name] is part of the fabric and culture of the [village/town] and the beautiful place in which it is situated. We know many people are glad that a church is here, and we hope they will help us at this time to secure its future.

[The following section needs to be edited to reflect your church’s financial position]

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 enclosed Annual Giving Review shows the current and projected financial situation of [Church name]. You will see that, unfortunately, the church is running at a deficit because over the last decade costs have been increasing incrementally and regular income 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. Please note that we receive NO funding from the government. Your local church relies solely on the support of people like you.

We understand this is a time of uncertainty for many people and that there will be many calls on your resources. However, if [Church name] is to continue its active role in the community in [Placename], we need to increase our regular income.

We are grateful to all who give regularly to [Church name], and for the generosity of many of our visitors. Planned contributions enable the PCC to budget for expenditure. If you are willing to consider joining [Church name] planned giving scheme, or making a one-off donation, it would help us to maintain something very precious in [Placename]. In the hope that you will, we enclose a response form. Replies may be posted or emailed to [Treasurer name and email address], Treasurer of the PCC. We shall be grateful for whatever you are able to give, and we assure you that your reply will be strictly confidential, known only to the PCC Treasurer.

 Yours sincerely,

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