

REPORTING TIPS

things to keep in mind when sharing updates

Tip #1

Keep it short and sweet

Share short, succinct, compelling prayer letters sent each month to all prayer and financial partners of personal and chapter accounts. Use strong opening sentences to hook people into the story you're telling.

Choose to send more frequent, shorter updates rather than longer letters.

Need help with simplifying your writing? Try the [Hemingway Editor](#) to tidy up your writing.

Tip #2

Use MPD Department Mailchimp templates

No need to do extra work here! We have a number of templates you can use to streamline your writing process.

Using templates saves you time and effort, and it helps with InterVarsity's brand recognition. Double win!

To customize the letters, use your own photos or grab some from [2100's photo library](#). Make sure they aren't pixelated or blurry when they're printed or embedded in emails.

[Click here to find prayer letter templates on the MPD Site.](#)

Tip #3

Switch up the topics of your letters

The MPD Department announces new templates in the Mission Memo as a way to help vary your newsletter topics.

Don't ask for gifts in every letter; we recommend June and November/December, with an additional ask in early fall for student scholarships.

Include a link to your donation site in the footer of every letter as a way for people to give even when you aren't explicitly asking.

Tip #4

Segment your audience

To get the most out of your updates, consider separating some emails for the following audiences:

1. Prayer intercessors: the people who love to pray for you and your ministry and enjoy receiving prayer requests.
2. Alumni: this group would likely read the more nuanced and alumni-related updates for the campus.
3. General: the list that includes all of your ministry partners and receives the regular updates.

Tip #5

Send a BRE in June and December

Send a paper prayer letter with BRE in June and December with the same stories, formatted in your favorite desktop publishing software.

[Download the template here.](#)