

A Guide to Prayer Letters Throughout the Year

Some of us have sent prayer letters each month in the same format with the same ask. Some of us haven't sent a prayer letter in, well, um, it's been a while. Some of us send half-page updates and some of us write a short novel. Some use a template and some don't.

HERE'S WHERE WE'RE HEADED:



Short & Sweet

Short, succinct, compelling prayer letters sent each month to all prayer and financial partners of personal and chapter accounts. Choose more frequent, shorter updates rather than longer letters.



Using Prayer Letter Templates

Let us help you: use InterVarsity-designed templates below to save yourself time and headaches. Also, it helps with InterVarsity brand recognition.



Variety is the Spice

Vary the purpose of your prayer letters between report, prayer requests and asks. 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

Include a link to your donation site in the footer of every letter as an indirect option for those who need a way to give.



Organize Your Intercessors

For prayer-oriented letters, consider setting up a google doc for partners to sign up to pray in specific ways.



Theme It

Consider themes (listed on next page) for your letters to embody InterVarsity's vision.



Use Mailchimp

Use Mailchimp to send email letters. It's free and we have multiple templates. Also, you can see who is opening your prayer letter!



Create a Separate Alumni List

Create two "lists" for your "subscribers" - one for alumni of your campus assignment and one for everyone else (if you are on a campus with multiple staff, choose one staff to manage the alumni list). Send the same prayer letter with the same stories to both lists, but at least quarterly, change the "personal update" to an alumni-specific update that highlights issues alumni care about, such as an upcoming alumni event or changes on campus, for the alumni list.



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.



Use Quality Photos

Use your own high-quality photos or grab some from [2100's photo library](#).

A Prayer Letter Calendar

Month	Theme	Purpose	Personal/ alumni update	Give Today button?	Template link
January	Vision for the ministry	Thank & Report	None if Urbana or Staff Conf.	No	Email
February	Discipleship	Invitation to pray	None	No	Email
March	Celebrating new life in Christ	Thank & Report	Personal and Alumni	No	Email
April	New leadership	Invitation to pray for camp	None	No	Email
May	Campus report (local year in review)	Thank & Report	Personal and Alumni	No	Email
June	Developing and sending world-changers	Ask	None	Yes for staff and/ or chapter accounts	Email plus paper with BRE
July	Campus report (national AFR infographic)	Thank & Report	Personal and Alumni	No	Email
August	Reaching every corner of the campus	Invitation to pray for NSO	None	No	Email
September	Building diverse witnessing communities	Thank & NSO Report	None	Yes for student scholarships	Email
October November	Working with God to see student transformation	Thank & Report	Personal and Alumni	No	Email
Giving Tuesday	Opportunity to make an impact	Ask	None	Yes	Email
December (or mid-Nov)	Following Christ's model on campus	Ask	Personal and Alumni	Yes	Email plus paper with BRE