Giving Campaigns

Resources to Get You Started

# Email Templates

Customize these templates to fit your campaign message and ministry. Consider adding your pastor’s signature as your congregation looks up to your pastor and takes those words to heart a bit deeper.

## Email #1: Share the Pre-recorded Video

**Subject: [insert your campaign name]**

As you may have heard in this week’s worship service, this is an exciting time in the life of our church. Take a minute to listen to [Pastor/Leader Name] below on what our focus is over the next few weeks and how you can get involved.

***[embed video of your pastor/church leader sharing a short pre-recorded video about the giving campaign]***

To give online, visit [insert giving link or a button that drives to your giving webpage].

*New to online giving?* Here’s how you can give online, through text, or the [Realm Connect/Abundant] mobile app today.

## Email #2: Promote Online Giving

**Subject: [insert your campaign name]**

Did you know that [insert % of those giving online at your church] of our contrubitors give online? [insert a few sentences that tell the reason/focus of your giving campaign]

This coming Sunday, we will have cards available in each pew that say “I gave online.” If you give online, we encourage you to hold that card up during our time of offering so you can participate in that time.

Not sure how to give online? Here’s some instructions [link to the “how-to” handout on how you can give online, through text, or the [Realm Connect/Abundant] mobile app today.

If you don’t have a [Realm/Abundant] account, contact our church office today at [insert contact information].

## Email #3: Promote Recurring Giving

**Subject: [insert your campaign name]**

It’s my pleasure to do ministry with you each and every week. And while ministry takes so many things to happen, we couldn’t do it without the faithful contributions of our church family. In this day and age, technology powers so much of our world and online giving has become increasingly popular. If you’re already giving online or if you’re looking to start, let me share a quick opportunity with you, and that’s recurring giving.

By setting up a recurring gift, you give consistently and faithfully on a schedule that works best for you. You choose the amount, when you want to give, and what fund you want to give to. We can see your gifts and use that to help budget for things to come, while you can count on never forgetting your cash or checks at home or missing out on tithing when you’re away from the church.

We encourage you to set up your recurring gifts today. Simply click the link below and choose to “Give Multiple Times” when asked how often you would like to give and choose the frequency that’s best for you.

You can always change or cancel recurring gifts through [Realm/Abundant]. If you don’t have a [Realm/Abundant] account, contact our church office today.

And don’t forget, hold up those “I gave online” cards in our pews each Sunday during our offering time to continue participating in that special time even though you already gave online.

# Text Blast Templates

Customize these templates to fit your campaign message and ministry. Keep in mind your word limit and who you’re targeting with each text blast.

## Text Blast #1: Share the Pre-recorded Video

Just in case you missed it, here’s [Pastor/Leader Name]’s announcement this week on [campaign name]. Take a listen! [insert link to the pre-recorded video]

## Text Blast #2: Promote Online Giving

As we continue [campaign name], we encourage you to try online giving this week at [insert giving url]. Thank you for your faithfulness to our ministry!

## Text Blast #3: Promote Recurring Giving

Increase consistency when tithing. Set up your recurring gift today at [insert giving url] by choosing to “Give Multiple Times” and selecting how often you’d like to give.