

5 Tips

to Plan Your Annual Giving Campaign

Timeline

Combining our tips and tricks, we've built a timeline to help you plan your annual giving campaign. Start planning your campaign a few months in advance to make sure your handouts and videos are ready to go.

Week 1

- Senior Pastor shares a short message from the stage about the giving campaign.
- Right after the service, an email is sent including a pre-recorded video from your pastor and a link to your church's online giving web page.

Week 2

- A booth is set up in the lobby to help walk people through creating online gifts, recurring gifts, or pledges (based on your campaign focus).
- A short pre-recorded message is shown on-screen as part of the announcements and in the lobby.

Week 3

- A handout that includes how to give is given as people enter the worship service.
- A slide is shown on-screen during announcements and in the lobby that matches the handout.
- A text blast is sent to those who have not given online or set up recurring gifts or pledges with a link to your church's online giving or pledge form.

Week 4

- Send a "thank you" by mail or email to those who were new to giving online, those who set up their recurring gifts, or those who created a pledge during your giving campaign.

And remember...

Include pew cards during your in-person tithes and offerings time each week to encourage those who give online to hold them up and show their faithfulness in stewardship.