Email Templates

Use these email templates as starting points to build out your email strategy to increase giving. Replace the highlighted text with information specific to your ministry. If your church management solution and email software allows, import your donors names and add a greeting at the top to personalize your emails.

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## Subject Line: Our Church’s Financial Health

Target Email List: Top Donors

I am grateful for your continued support of [Church Name]. As you know, the economic climate we face with the current inflation has caused many expenses to increase. And yet, we as a church are still answering God’s call to serve in ministry and missions.

We have a few needs we are sharing in hopes we can continue to reach out and serve without interruption. Below are our current biggest financial needs:

* Operating Budget
* Local Food Pantry
* Mission Trip
* [list funds that need supporting]

I prayerfully ask you to consider your tithes and offerings in support of any of the funds above. We could not do ministry without you and your faithfulness in all ways to God and His call upon [Church Name].

With thanks,

[Pastor’s Name]

**[Give Now button linking to your giving form]**

## Subject Line: We Need Your Help!

Target Email List: All active contributors (those who have given in the past 30 days)

As you may have heard, we have recently answered God’s call to start a new mission here in our own community. [Mission’s Name] aims to serve [families in our community who are struggling to purchase clothing and school supplies due to the recent inflation].

We have created a fund called [fund name] where you can donate to make a difference in the lives of our neighbors right here in [city]. I ask you to prayerfully consider helping us with this mission and spreading the Gospel through helping hands and generous hearts.

We couldn’t do ministry without you, and thank you for your prayers and support as we continue to serve God’s call.

With thanks,

[Pastor’s Name]

**[Give Now button linking to your giving form with the fund auto selected]**

## Subject Line: Make an Impact!

Target Email List: Those without a contribution in the last 30 days

Our [name of ministry] is doing amazing things. Check out the video below to see how this ministry has impacted the lives of those in our congregation and community and learn how you can help make an impact today!

***[Insert Impact Video]***

Make an offering today to support [ministry name]. *[link to online giving form with ministry fund auto selected]*.

Volunteer to serve with [ministry name]. *[link to volunteer form]*.

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