

13coreases

# YOUR GIVING THIS EASTER



Using our Easter  
Giving Toolkit



# Easter Giving Toolkit

Easter is one of the most anticipated and celebrated times of the year for your church and a great time to launch your own Easter giving campaign. We know you are busy preparing, so we've created customizable resources such as announcement slides, giving graphics, and pew cards. We know telling people why supporting the life of your church is important, so we've also included messaging for your bulletin, giving request letters, and giving emails. Plus, a free guide with tips to make your Easter giving campaign a success.



## GUIDE: 5 Keys to Increase Giving this Easter

Being trusted by nearly 50,000 ministry partners for over 40 years means we've celebrated many Easter seasons and seen the generosity grow within many of our ministry partners. We've created this guide to help you increase your giving and inspire generosity that goes beyond the Easter season.



## POWERPOINT SLIDES:

Your worship announcement slideshow is a great place to remind your congregation to give and show your new visitors how they can give. Download these slides to use for both your in-person and online worship slides, and customize them to include your online giving web address and text giving keyword.



## SOCIAL MEDIA GRAPHICS:

Facebook, Instagram, and Twitter are all ways you connect with your members and those who are potentially planning to visit your church this Easter. Our social media graphics are sized for all three platforms, and can also be used as images in your newsletter, on your website, or wherever you see fit.



## BULLETIN INSERTS:

Your members and visitors this Easter may not be aware of the many ways they can conveniently donate to your church. Customize and print these bulletin inserts to show how easy it is to donate online or through text.



## "I GIVE ONLINE" OFFERING CARDS:

Even though online donations are common and popular these days, the action of dropping something into the offering plate is reverent and important for many. These offering cards can be placed in your church pews this Easter as an option for those who give online but still want to partake in offering time during your worship service.



#### Easter Sunday Bulletin Announcements

Be sure to share how your members and visitors can give this Easter. While sharing from the pulpit is important, also include an announcement in your church bulletin. Check out a few sample announcements below to get you started. Replace the highlighted fields to personalize the announcement for your church.

##### Announcement - Online & Text Giving

We are grateful to see how familiar faces this Easter, and we want to make sure you know how easy it is to give without having to carry your checkbook or cash. Check out two ways you can give quickly and securely online.

1. Visit our website to give online: [\[Church Website\]](#)
2. Text [\[Church Name\]](#) to 77026

##### Announcement - Online, Text, Mobile App Giving

Thank you for joining us on Easter Sunday! We are excited to celebrate and want to thank the members involved with making online possible. These ministries are vital to our church's worship and we would love to make you to give to us can continue to support them. **Securely give online at [\[Church Website\]](#) or by texting [\[Church Name\]](#) to 77026.** If you would like access to view your giving history and make future and recurring donations, please contact the church office to set up an account to view online or through our mobile app.

##### Announcement including Pew Card

Welcome to [\[Church Name\]](#) as we celebrate Easter Sunday! We know many of you may not have your checkbook or cash on hand, so we want to share a few ways you can still easily give during today's service. Use your **mobile phone to give online at [\[Church Website\]](#) or by texting [\[Church Name\]](#) to 77026.** Then join us on one of our pew cards and drop in the offering plate as a symbol of your generosity.

## BULLETIN MESSAGES:

Your church bulletin keeps your members informed and is a ministry preview for the visitors you will have this Easter. What better way to tell them of their giving options than to include them in your bulletin? Customize these bulletin messages with your giving options to make sure your members and visitors have ways to be generous this Easter.



#### Email Request for Giving this Easter

Reminding your congregation of the many ways they can support your ministry this Easter season is **important**, and sending a request through email is a quick way to do so. We've created a template to get you started below. Replace the highlighted fields to personalize the announcement for your church.

Dear Friend,

We are so grateful for your continued support and prayers for our church. This season, we celebrate the joy of the resurrection and hope you will be able to join us for our Easter Sunday services on **[Service Date and Time](#)**. If you aren't able to attend in person, we would love to have you join us online at **[Live Stream Web Link](#)**.

Our Easter services involve many ministries within our church and those ministries rely on the generous hearts of our church family. We are grateful for your faithful gifts and invite you to pray about your gift this Easter season.

Click here to give online today: [\[Church Website Link\]](#)

It is with joyful hearts and joyful minds that we look forward to seeing you this Easter.

In Christ,  
[\[Pastor or Clergy\]](#)  
[\[Church Name\]](#)

## EMAIL REQUEST FOR GIVING:

While having your pastor mention the importance of tithes and offerings from the pulpit is one of the strongest ways to encourage generosity, we have to think of those who aren't able to worship with us in person. Use this email template to get you started as you send a strong donations request to your members to remind them of the priority their giving is to your ministry.



#### Mail Request for Giving this Easter

While most can be reached through email, some of your congregants may prefer a more personal approach through mail. We've created a template to get you started below. Replace the highlighted fields to personalize the announcement for your church.

Dear Friend,

We are so grateful for your continued support and prayers for our church. This season, we celebrate the joy of the resurrection and hope you will be able to join us for our Easter Sunday services on **[Service Date and Time](#)**.

Our Easter services involve many ministries within our church and those ministries rely on the generous hearts of our church family. We invite you to pray about your gift this Easter season and want to share with you a few ways you can easily and securely give right where you are or during the service.

1. Give online at our website: [\[Church Website\]](#)
2. Text [\[Church Name\]](#) to 77026
3. Give through our mobile app
4. Drop your gift in the offering plate

If you are not a part of our online Reunion community, we would love to get you access! Please contact the church office at [\[Church Website\]](#) to learn how you can set up an online account. With your account, you will be able to not only give, but view your giving history, set up recurring giving, view announcements and communicate with your minister and other congregants, view and register for events, and so much more.

It is with joyful hearts and joyful minds that we look forward to seeing you this Easter.

In Christ,  
[\[Pastor or Clergy\]](#)  
[\[Church Name\]](#)

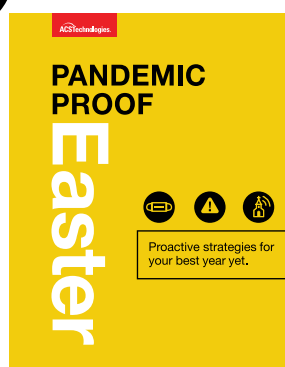
## MAIL REQUEST FOR GIVING:

You would be setting a record if you had the email address of every single member in your church. Which is why we've created a template you can use to send a personalized letter through the mail requesting donations this special Easter season.



# A Note on Easter

We know the importance of knowing how to talk about money during special worship services. Still, there are many more aspects of planning your Easter service that make it come together to not only be a wonderful celebration, but possibly the start of growth for your ministry.



Check out our *Pandemic Proof Easter* Ministry Guide to see ways you can not only grow giving, but also engage your members and visitors, provide a safe and secure environment, and use data you collect at Easter all year long to make your ministry thrive.



Did you know you can use some of your PPP loan towards software!

**Now until March 31st**



Buy Realm Connect and get your first month **FREE** along with **FREE** data conversion.\*

Talk to us today about how the #1 Solution for giving, outreach, analytics, staff management and so much more is helping 1,000s of churches just like yours.

**LEARN MORE**

[acstechnologies.com/realm-ppp](https://acstechnologies.com/realm-ppp)

These offers are available for a limited time. Discounts and savings offered through March 31st, 2021, and cannot be combined with any other offers. Promotion starts at the date of purchase. Offer valid for new clients to ACS Technologies only.  
\*Free data conversion (up to \$500) Terms and conditions apply



Realm provides solutions that will make your ministry and life easier. It is cutting-edge church management software that combines administration, accounting, and community into one system. It also connects your entire church and personalizes each person's involvement in your ministry.

We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!



**Take a Self-Guided Tour**

[acstechnologies.com/  
products/realm/demo](https://acstechnologies.com/products/realm/demo)



**Sign Up for Live Webinar**

[acstechnologies.com/  
products/realm/demo/tour](https://acstechnologies.com/products/realm/demo/tour)



**Contact an Associate**

1-800-736-7425

## **Our Mission:** To help you have *real* ministry impact

ACS Technologies has provided over four decades of services and software to churches of all sizes throughout the world. During that time we have accumulated data, gained vital insight, and received thousands of first-hand testimonials on best practices and methods that most effectively help ministries.

Our years of service have allowed us to become the world's largest provider of ministry solutions to churches of all sizes. It is our mission to furnish advice, examples, tips, and information to help you turn your ideas into real ministry impact.

Powered by the people of **ACS Technologies.**



Family owned  
for over 40 years



#1 rated  
in service



Nearly 50,000  
churches served



Over 400 staff  
ready to serve



Best place  
to work

[www.acstechnologies.com](https://www.acstechnologies.com)

1-800-736-7425

0321 Copyright © ACS Technologies Group, Inc.