

20 CUSTOMIZABLE CHURCH MESSAGES TO HELP LAUNCH & MANAGE E-GIVING

Whether it is through email, a church bulletin, or direct mail a key to successfully launching E-giving solutions for your faith based organization lies in good communication with members. Here are 20 customizable messages to use in outreach to your community.

1

DIRECT MAIL POSTCARD

Note: Download this template [HERE](#).



5x7 Direct Mail [FRONT]

We want to make supporting our mission easy for members. Visit [link to signing up for E-giving on your website](#) to use our new E-giving option.

HELPS YOU

- With a convenient e-payment option to schedule regular donations or make one-time donations to specific initiatives
- Secure and PCI compliant

HELPS US

- To support our shared mission throughout the year with a more predictable donation stream.

Any questions? Email [insert contact info](#).

Thank you so much,
Name of Pastor

YOUR LOGO AND CONTACT INFORMATION GOES HERE.

5x7 Direct Mail [BACK]

2

LAUNCH ELECTRONIC GIVING

Note: If your church accepts donations by credit or debit card—KEEP the bracketed phrase that pertains to credit and debit card processing. If not, simply DELETE the phrase.

COMING IN [JANUARY]

[Church Name] is pleased to announce the introduction of an electronic option for making regular offerings. Contributions can now be debited automatically from your checking or savings account *[or processed using your credit or debit card]. Our new electronic giving program offers convenience for you and provides much-needed donation consistency for our congregation.

If you are currently giving on a weekly basis, you will no longer need to write out 52 checks a year or prepare 52 envelopes. And, when travel, illness or other circumstances prevent you from attending services, this program will allow your weekly offerings to continue on an uninterrupted basis.

An authorization form and a “Frequently Asked Questions” flyer are available from the church office.

* Insert only if your church accepts credit cards and/or debit cards.

Copy and paste this text into your communication.

3

LAUNCH ONLINE GIVING

Note: This message is for churches with an online giving page.

MANAGE YOUR GIVING ONLINE

[Church Name] is excited to announce that you can now manage your giving online! Giving online is easy and allows you to set up automatic recurring contributions and view your complete online giving history from anywhere you have access to the Internet. Simply follow these easy steps:

- 1) Visit the church website at [www.ChurchWebsite.org],
- 2) Click on the [Give Now] button,
- 3) Click on the Create Profile button, then
- 4) Follow the onscreen instructions to create an online profile and to schedule your recurring contributions.

Copy and paste this text into your communication.



4

SPONSORSHIP OF ONLINE GIVING PAGE

Note: This message is for churches with an online giving page.

CONNECT WITH THE CHURCH COMMUNITY

[Church Name] is seeking businesses (or individuals) that are interested in sponsoring the donation page on our church website. This is a great way for your business to support the church and for members to learn more about your business. To learn more or to get started, contact the church office.

Copy and paste this text into your communication.

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LAUNCH MOBILE GIVING

Note: This message is for churches with a mobile giving page.

DONATE FROM YOUR SMART PHONE

[Church name here] now offers a mobile version of our online giving page to make it easy for you to give anytime from your smart phone. Simply scan the image you see here using your phone's QR code reader or go to [www.churchwebsite.org] and locate the online giving page.

Copy and paste this text into your communication.

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LAUNCH TEXT GIVING

Note: This message is for churches with a text giving option.

NOW YOU CAN TEXT YOUR OFFERINGS!

In less time than it takes to write a check, you can now make your contribution to [Church Name] with a quick text message.

To get started, visit the church website at [church web address], locate the link to our online giving page and create a profile if you haven't already—be sure to opt in to send text donations. You will receive a confirmation text and email with instructions on how to text donations.

Copy and paste this text into your communication.

A solid green square containing the white number '7' in a bold, sans-serif font.

ELECTRONIC GIVING REMINDER

Note: Customize this message by KEEPING only the description of electronic giving methods used by your church and DELETING the others.

ENJOY THE CONVENIENCE OF ELECTRONIC GIVING

[Church name] wants to remind you that we offer electronic giving as a way to automate your regular weekly offering. Electronic giving offers convenience for individual congregation members and provides much-needed donation consistency for our congregation.

Direct Debit Giving is used to automatically transfer funds from your checking or savings account to the church's bank account.

Credit & Debit Card Giving allows you to make offerings automatically on a pre-determined schedule using a credit or debit card.

Online Giving allows you to go to [Church Website Address] at any time to set up an automatic donation plan, change your donation plan, make a one-time donation or view your online donation history.

As you contemplate future contributions, please consider electronic giving. Authorization forms and additional information are available from the church office.

Copy and paste this text into your communication.

A solid teal square containing the white number '8' in a bold, sans-serif font.

ANNUAL PLEDGE

Note: This message is for churches with an online giving page.

ENJOY THE CONVENIENCE OF ELECTRONIC GIVING

As [Church name here] prepares for a new year, it is important to know what support we can depend on from our congregation members. By knowing what you are willing to commit financially, we are able to better plan for the future. Please consider setting up a recurring giving plan. Automating your financial commitments means your contributions will be received on a steady, uninterrupted basis.

To set up a recurring giving schedule, visit us online at [www.churchaddress.org], locate the Online Giving button and set up your recurring giving schedule. The first time you give, you will select a password that will enable you to log in at any time and make changes to your giving or view your complete online giving history. Or if it's easier, complete a paper authorization form and return it to the church office.

Copy and paste this text into your communication.



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THANKSGIVING

ENJOY THE CONVENIENCE OF ELECTRONIC GIVING

As [Church name here] prepares for a new year, it is important to know what support we can depend on from our congregation members. By knowing what you are willing to commit financially, we are able to better plan for the future. Please consider setting up a recurring giving plan. Automating your financial commitments means your contributions will be received on a steady, uninterrupted basis.

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Thank you for all you do to support our mission.

Copy and paste this text into your communication.

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CHRISTMAS

CHRISTMAS GIFTS

In this season of gift giving to family friends and those less fortunate, we hope you will also consider your gift to [Church Name]. It is through the donations of every individual and family in the congregation that we are able to carry on our work. You can use our electronic giving option for both regular offerings and one-time gifts. To help us achieve a more consistent level of funding, we encourage you to use electronic giving for your regular offerings. Please contact the church office for details.

Copy and paste this text into your communication.

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YEAR END

Note: This message is for churches with an online giving page.

MAKE YEAR-END GIFTS ON THE CHURCH WEBSITE

In the course of year-end tax planning, you may find yourself considering special one-time donations. There is a growing trend among donors to make contributions to their favorite organizations via the Web during the final week of the year. As you contemplate year-end gifts, please keep [Church Name] in mind. We welcome your donations through the giving page on the church website at [Church Website Address].

Copy and paste this text into your communication.

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SPECIAL FUNDS

Note: This message is for churches with an online giving page.

GIVE SPECIAL ATTENTION TO OUR SPECIAL FUNDS

[Church Name] has created funds to accomplish very specific goals. For those who are able, we encourage you to support the church through your contribution to our various funds. As a convenience to congregation members who prefer to make their contributions online, you will find a list of funds on our giving page at [Church Website Address].

Copy and paste this text into your communication.

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PRE-WINTER OR PRE-SUMMER

TRAVELERS KEEP UP WITH REGULAR OFFERINGS BY GIVING ELECTRONICALLY

Just as you rely upon receiving income on a regular basis, [Church Name] relies on your regular contributions. [Church Name] appreciates the efforts of congregation members to make consistent donations throughout the year—especially during popular winter and summer travel periods. To assist you, the church provides a convenient electronic giving option for setting up regular contributions. Please contact the church office for details.

Copy and paste this text into your communication.



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PRE-SUMMER

A SPECIAL MESSAGE FOR SUMMER TRAVELERS

Would you find it helpful to have your offerings debited directly from your bank account as you probably do with other obligations? [Church Name] offers electronic giving for those of you who wish to have contributions transferred electronically to the church's account. If you have plans to travel this summer, electronic giving gives you a convenient way to keep up with your intended offerings. Simply complete and return an electronic giving authorization form to get started.

Copy and paste this text into your communication.

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EASTER

EASTER OFFERINGS

During the Easter season, it is encouraging to see both new and familiar faces at our worship services. Throughout the year, many of you already support the congregation with your time, talent and financial contributions but greater participation is always welcome. We encourage you to look into our electronic giving program. It takes just a few minutes to set up a recurring giving plan. Visit the church website and locate the donation link or complete a paper authorization form.

Copy and paste this text into your communication.



Interested in more ideas to help launch and manage your electronic payment solution?

[SIGN UP HERE FOR OUR BLOG!](#)

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FINANCIAL AND ENVIRONMENTAL STEWARDSHIP

Note: Customize this message by adding information at the bottom regarding the electronic giving methods available at your church.

A GREENER APPROACH TO GIVING

Churches, because of their heavy weekly check volumes, were among the earliest organizations to embrace electronic giving as a way to automate contributions. Today, electronic giving in all its forms provides convenience for frequent check writers and donation consistency for churches.

A less frequently discussed benefit of electronic giving is its positive impact on the environment. An enormous amount of natural resources are consumed in the production, transportation, processing and disposal of paper checks. That's why paying bills electronically always ranks high on any list of actions an individual can take to improve the environment. The trend toward electronic payments has already produced more than a 50% decline in check use since the year 2000.

As you consider the payment method you use to make your regular offering, we hope that you will think about the unique connection between financial stewardship and environmental stewardship.

Copy and paste this text into your communication.

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HOLIDAY MESSAGE

A SPECIAL MESSAGE FOR OUR VISITORS

During the holiday season, we extend a warm welcome not only to our current congregation members, but also to their families and friends and to former members of our congregation.

No matter where you live now or how infrequently you attend services, many of you probably have your religious roots here or regard this congregation as your religious home. If you are not making regular donations, we hope that that you will consider contributing to the support of our congregation. Your donations now and throughout the year are needed and greatly appreciated.

Consider electronic giving. The church offers a convenient electronic giving option that allows donations to be made on a scheduled, automatic basis. We highly recommend this method of giving for visitors, former members and others who wish to support the church on an ongoing basis. Authorization forms are available in the church or from the church office.

Copy and paste this text into your communication.



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HOLIDAY MESSAGE

SEASON OF GENEROSITY

As you contemplate donations this holiday season, please keep [church name] in mind. Your contributions are needed for everything from special programs to basic operating expenses—both are deserving of your support. Please be as generous as you can this holiday season and in the year ahead. For the convenience of church members, we offer electronic giving. Contact the church office for more information.

Copy and paste this text into your communication.

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HOLIDAY MESSAGE

Note: This message is for churches with an online giving page.

GIVE ONLINE THIS HOLIDAY SEASON

As you contemplate donations this holiday season, please keep [church name] in mind. Your contributions are needed for everything from special programs to basic operating expenses—both are deserving of your support. Please be as generous as you can this holiday season and in the year ahead. For the convenience of church members, we offer online giving. To donate, visit the church website at [church website], locate the link to our online giving page and follow the instructions.

Copy and paste this text into your communication.

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OFFERING PLATE CARDS

Note: Download this template [HERE](#).

One of your biggest opportunities to increase electronic donations is to provide members who participate in E-giving with offering plate cards. These cards allow electronic givers to participate in the communal tradition of giving together during services. They also provide an eye-catching notice to members you have not yet signed-up for an electronic payment option.



I GIVE ELECTRONICALLY

If you, too, would like to give electronically, please inquire at the church office.