

END-OF-YEAR GIVING CAMPAIGN

7-part email series to meet your fundraising goals



**COPPER HIVE
CONSULTING**



COMMUNICATING TO MEET YOUR ANNUAL \$\$ GOALS

by Rachel Stewart

- Remember that the goal of each of these emails is ultimately to engage financial generosity. Keep the message clear.
- Use more photos than graphics. (Well-chosen stock photos are fine.)
- Test your emails with a few different types of people to see how they come across.
- Share specific goals if possible.

*“We make a living by
what we get, but we make
a life by what we give.”*

- WINSTON CHURCHILL

EMAIL OVERVIEW

#1: Date - Dec. 1 | Topic - Happy Holidays from us / Advent Story / Outreaches / All the ways to give

#2: Date - Dec. 6 | Topic - Christmas Playlist / All the ways to give

#3: Date - Dec. 12 | Topic - Shopping Tips / Xmas Services / Giving

#4: Date - Dec. 20 | Topic - God story / Giving

#5: Date - Dec. 26 | Topic - Ways to savor time with family / Giving

#6: Date - Dec. 30 | Topic - What we are grateful for / Giving

#7: Date - Dec. 31 | Topic - Happy New Year - a huge thank you / Giving

GIVING CAMPAIGN EMAIL CONTENT

EMAIL #1

Send Date: December 1

Subject Line: Happy Holidays from {My Organization}!

Teaser Text: Tis' the season for all things merry and bright

Section 1:

Merry Christmas!

We are incredibly grateful for another year in which God has shown up in big ways! Through the ups and the downs of a wild year it has been our joy to serve you and our community. May this Christmas season be filled with peace for you and your loved ones. We are praying that God fills your home with rest and your heart with comfort.

As we enter the Advent season, a time of anticipating the coming of Christ, here is a video to remind us what is important. (<https://www.youtube.com/watch?v=eC0FGQLBp7w>)

Thank you for being part of our church family. We wish you the best Christmas ever!

Section 2:

Ways to serve this season: List any planned outreaches or suggestions on how to serve those around you.

Section 3:

Thank you for your support throughout the year. We have a few goals left for 2020 and want to finish this year strong. Your generosity will help us meet our goals outlined below. There are multiple ways to give, including online and stock donations, to accommodate your preferences. Will you help us make an impact this year?

Add buttons for giving and/or campaigns

GIVING CAMPAIGN EMAIL CONTENT

EMAIL #2

Send Date: December 6

Subject Line: {My Church's} Christmas Playlist

Teaser text: Rudolph, Frosty, and Charlie Brown made the list

Section 1:

(Create a shareable playlist on Spotify or similar platform)

*Depending on staff size you could list a staff person's name and their favorite song

Christmas carols are a “must have” element of the holidays. Whether you are a Christmas music purist and love the classics or you have Mariah Carey on repeat, we have a song for you! Our team got together and compiled all our favorite Christmas songs. We hope you enjoy them.

List the songs/link to playlist...

Section 2:

All that we do, from small groups to kids ministry to outreach and more, is made possible because of your generosity. Thank you for your prayers, your involvement and your financial support. We are glad you call {Your Church} your church home and choose to partner with us to see lives changed.

Here are ways to donate to {Your Church}:

Online via ACH or credit card

Stock transfer

Etc.

Add button to giving page

GIVING CAMPAIGN EMAIL CONTENT

EMAIL #3

Send Date: December 12

Subject Line: Last Minute Christmas Shopping Tips

Teaser text: Be prepared when you head out this week

Section 1:

Are you a last minute gift buyer? Don't worry, we have the advice you need to successfully plan and execute all your shopping this week. Whether you prefer online purchasing or perusing local shops in person, these six tips will guide you.

- Make a list.
- Set a budget.
- Schedule enough time.
- Don't be afraid to buy the same gift for multiple people.
- Use online coupons.
- Track price changes for expensive items.

Section 2:

Christmas Eve is a time for us to celebrate together. We invite you to join us for a special time of worship at any of the following service:

{Add schedule for Christmas Eve service times/location}

Section 3:

All that we do, from small groups to kids ministry to outreach and more, is made possible because of your generosity. Giving back to our community is the greatest joy we have had this year. Thank you for your prayers, your involvement and your financial support.

Here are ways to donate to {Your Church}:

Online via ACH or credit card

Stock transfer

Etc.

Add button to giving page

GIVING CAMPAIGN EMAIL CONTENT

EMAIL #4

Send Date: December 20

Subject Line: Christmas is a season for celebration

Teaser text: {Teaser for testimony/God story in email}

Section 1:

[Share a win recently or from earlier in the year that reflects how the church has made a difference in someone's life.] (Adding a photo or video is great.)

Section 2:

Christmas Eve is a time for us to celebrate Jesus' birth together. We invite you to join us for a special time of worship at any of the following services:

{Add schedule for Christmas Eve service times/location}

Section 3:

Thank you for your prayers, your involvement and your financial support this year. All that we do, from small groups to kids ministry to outreach and more, is made possible because of your generosity.

Here are ways to donate to {Your Church}:

Online via ACH or credit card

Stock transfer

Etc.

Add button to giving page

GIVING CAMPAIGN EMAIL CONTENT

EMAIL #5

Send Date: December 26

Subject Line: Experience the moments that make life complete

Teaser text: How are you spending this week?

Section 1:

Being present is one of the greatest gifts we can offer those around us. This week often seems to be quieter after the busyness leading up to Christmas. The slower pace presents us with an opportunity to spend time with the ones we love. We hope you get to spend quality time with those in your life this week.

Our team came together to share some of our favorite ways to savor the last few days of the year with friends and family. Enjoy!

- Spend time outside.
- Play board games.
- Share memories from 2020.
- Write and send cards to loved ones.
- Volunteer together.
- Movie night at home.

Section 2:

Thank you for your prayers, your involvement and your financial support this year. All that we do, from small groups to kids ministry to outreach and more, is made possible because of your generosity.

There are just a few days left for 2020 charitable giving. All donations must be received by 11:59pm on December 31st.

Here are ways to donate to {Your Church}:

Online via ACH or credit card

Stock transfer

Etc.

Add button to giving page

GIVING CAMPAIGN EMAIL CONTENT

EMAIL #6

Estimated Send Date: December 30

Subject Line: The biggest and the best of 2020

Teaser text: Remember when...

Section 1:

Highlight a few of the biggest wins from 2020

*Recommended not to overuse data. Use stories and faces.

Section 2:

Thank you for your prayers, your involvement and your financial support this year. All that we do, from small groups to kids ministry to outreach and more, is made possible because of your generosity.

There are just a few days left for 2020 charitable giving. All donations must be received by 11:59pm on December 31st.

Here are ways to donate to {Your Church}:

Online via ACH or credit card

Stock transfer

Etc.

Add button to giving page

GIVING CAMPAIGN EMAIL CONTENT

EMAIL #7

Send Date: December 31

Subject Line: Happy New Year!

Teaser text: The final moments of 2020 are winding down

Section 1:

The freshness of a new year and a new start are just around the corner. We hope this has been a wonderful Christmas season and you have been blessed in every way.

This is our prayer for you, for {Your Church}, and for {Your community}:

May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit.

Romans 15: 13

From our families to yours, we wish you a Happy New Year!

Section 2:

Thank you for your prayers, your involvement and your financial support this year. All that we do, from small groups to kids ministry to outreach and more, is made possible because of your generosity.

Today is the final day for 2020 charitable giving. All donations must be received by 11:59pm on December 31st.

Here are ways to donate to {Your Church}:

Online via ACH or credit card

Stock transfer

Etc.

Add button to giving page

CUSTOM EMAIL CAMPAIGNS

CHOOSE YOUR PACKAGE

Let us tailor a fundraising email for your organization. Customized packages are also available.

Email Series Package #1: \$725.00

- 9-part series
- Provide all written copy
- Up to 3 sections per email
- Will add/edit photos if preferred (can use your photos or stock)
- Option to build in the email system of your choice (Mailchimp, etc.)

Email Series Package #2: \$400.00

- 9-part series
- Provide written copy in editable document (no photos or graphics)
- Up to 3 sections per email

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