

# SUCCESSFUL EASTER GIVING PLAN

by  
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The Stewardship Coach



THE STEWARDSHIP COACH  
REVERSING THE DECLINE IN GIVING

# **The Successful Easter Giving Plan**

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**The Stewardship Coach**

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## Special Offering Questions

**Can you raise money on Easter?** I believe the answer is yes! Most of our focus has been on attracting and reaching lost people on Easter. As Dr. Phil always says, "How is that working for you?" Seriously your audience on that day is almost exclusively your church members, their families, the few members on your roll who show up for Christmas and Easter, and perhaps a handful of others. You are going to take up an offering, so why not do it right? By setting the stage for an effective offering, I believe you can and will see an increase in giving.

**If we make the offering about a special need, how does that work with regards to regular budget giving?** This is a great question. We must realize the difference between a designated gift and an undesignated gift. You cannot raise money for Bibles and then use that money to pay the light bill. That may come as a surprise to you but Google Jim Baker and see the story of what happened to him when he did the same thing.

**Whatever you raise money for must go to that area!**

I believe that people give to a cause, not a budget. So, what we must do is show what a gift to your church accomplishes. If the "ask" is about helping you make the budget, show why that is important. Focus upon what you do with the money that people give you. Budget education should not happen only when you are trying to get the year's budget approved!

So, if your Easter offering is simply for your budget, focus on what budget giving does. Break out the specific pieces and highlight their importance. It is as simple as saying, "Do you realize that your gifts allow us to minister to dozens of children, helping shape them to meet the challenges of the secular world we are called to live in?" The more effective you tell that story, the more people will willingly give to support your work.

However, let's say you do want to put the focus upon one thing. For instance, let's say you want to build the "ask" around your student ministry. Let's say your yearly budget for Student Ministry is \$10K. A part of that might be for your summer camp. Let's say that this camp is 50% of the \$10K line-item budget. If your offering raises \$2,548.16, you have just saved that amount from your budget. That is \$2,548.16 of leeway your Student Ministry pastor, or volunteers have to work with.

**The ultimate goal is to get people to give to your church so that your missions and ministry initiatives are fully funded.**

So, decide now what you want to ask for and begin to build out the case for why people should give NOW to support that cause.

# How To Use This Playbook

**Let's see giving increase this Easter!** That is why you downloaded this Playbook. So, my task is to help you accomplish that goal. Specifically, I want to help you raise an additional amount of dollars through your Easter offering equaling one week's additional revenue. We also want to attract new donors, starting them on the path to financial security.

## My Long-Term Goals as The Stewardship Coach

- ✓ **Reversing the decline in giving one church at a time, starting with your church!**
- ✓ **Helping leaders get over their fear of talking about giving.**
- ✓ **Changing the predominant negative, giving climate in the Church.**
- ✓ **Getting people to give not once but again and again until they are consistent givers.**

These goals for all my clients drive me!

If you have followed me or purchased any of my other works, you will know that one of my giving mantras is:

## Let's make giving easy and fun!

We want to make it easy for people to give your church money, but most of all, we want to make it fun. The "easy" part is easy to explain, and we will do that throughout this book. But how can giving away your money be fun? When donors see what giving to a church accomplishes, it can and will become fun to give! After all, Scripture talks about being "cheerful" givers. So, let's work towards that goal. We will talk more about this in the next chapter, but for now, I want you to realize that is our goal.

## How to use this Playbook

I have tried to give you all the tools you will need to begin helping people give with joy and gladness effectively. The first sections deal with building out the basics. It will require some work on your part. The more thought you put into the process, the better the results will be. So, don't shortchange this process. The work you put in here will build a base for this campaign's weeks and the whole year and beyond.

The final section of the book is practical help. In this section, you will find a step-by-step calendar. An Appendix contains multiple samples of everything you need to see an increase in your giving.

**Two weeks of planning and two weeks of implementation, plus one.** That is what you will find in the following pages. Let's begin by, **Setting the Stage for Success!**

# Setting the Stage for Success!

## It Starts With a Vision

In every study done about what motivates people to give, you will always find belief in the organizations' vision listed first or at the top. I always teach my clients that every "ask" MUST have a driver. By a driver, I mean some cause, which drives me to support *your* cause. Causes, needs, and appeals drive the heart to open up the wallet and make contributions. Even if the cause is right, the wrong use of a driver can result in a misfire for your ministry. What driver are you using in your appeals?

Let me quote myself from one of my previous works,

**Every appeal needs a driver.** Not long ago, I received two letters in the mail asking for donations. That same day I received a letter from my alma mater. Each of these was asking for gifts to meet specific needs. Those communicated needs were the "drivers" that will either drive me to my wallet in support of them or cause me to throw the appeal away.

**The more compelling the driver, the more likely you are to get a response.** We will only make a few charitable gifts in any given year beyond our regular tithe. Your donors are much the same. We give to those causes that most touch our hearts. Tell your donors why giving to this cause is important and impactful.

Your vision has to be *clear, concise*, and, most of all, *compelling*. The same is true for every appeal you make. Like your vision, the driver must be clear, concise, and compelling, or you will not succeed.

**Don't make your driver sound desperate.** Be careful not to make your appeal sound overly desperate. Base the appeal on real needs that will make a difference, not on your survival.

One final thought about appeals. It's a fact that your donors are selective about what they give to over and above their regular tithes and offerings. I always say that you only have so many bullets in your gun that you can use. Asking for anything is using a bullet in your gun. So, make sure that what you are asking for is something that you cannot fund any other way. No one likes to be continually asked for things, even if it is their church.

**So, before we can begin to build out a plan of action that will increase your Easter offering, we must create the vision behind the "ask" that will make people WANT to give and to give cheerfully!**

## Crafting Your Vision for the "Ask"

Concepts and principles are helpful, but actionable plans raise dollars to fuel your missions and ministry. In all my manuals, I give you tons of material and steps to simply insert your name or the name of the church and send them out. You can also use the tools that will be listed in this section as idea starters.

## Crafting Your Vision for the "Ask"

Let's get started with your plan's most essential piece, the vision that will become your Message leading people to *want* to give to your church. Your vision needs to be,

1. **Clear** – Remember, Keep It Simple Somehow!
2. **Concise** – Can people repeat back in two to three sentences what you are asking them to give to? If not, then you need to work on the "ask."
3. **Compelling** – Does it touch their heart? If not, then the response will be less than you hope for.

To help achieve the 3 C's, consider these,

### Six Key Points on How to Craft the Message of Your Vision

1. **Don't make it about you. Make it about your donors.**
2. **Be positive, not negative.**
3. **It's not about making your budget; it is about changing lives!**
4. **So, make the appeal about missions and ministry not making budget!**
5. **Focus on what you have done and what you have yet to do.**
6. **Make the appeal appealing by personalizing the Message.**

I try to tell a story in every appeal I write or make for churches. People love stories. The more appealing and compelling your story, the more effective your "ask" will be. The more specific your appeal, the more effective the "ask." For instance, you might focus on what your Student Ministry will be doing. By telling stories of students, your members know and love, you will generate a more enthusiastic response from your donors.

You want undesignated gifts allowing you to funnel the money to the greatest need. So, you must understand,

**How to Make An "Ask" That "Feels" Specific** – For instance, you could say,

"We are gearing up for our summer camp with our students. It costs \$xxx to hold this key learning event geared to disciple the next generations of leaders. Giving to our special offering helps us run programs like this training equipping students to live out their faith in today's complex world."

"You are not asking for restricted gifts. Instead, you are asking for help to "run" the programs. The codeword is "run" the programs. This keeps it in the unrestricted realm."

## The Why Vision Worksheet

After deciding what the focus of your Resurrection Offering will be, use the following points as a guide for developing the story of that mission or ministry. The story illustrates the vision of our focus, showing the why or value of a gift.

**Step One: List 3 things accomplished through our focus mission/ministry.** You want to point to "wins" that show the impact of giving to your church. You want to *show* them that giving made a difference. Think of ways to communicate this across all platforms.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Step Two: List 3 things you want to accomplish from now to summer.** Focusing on any missions and ministry coming up allows donors to make a difference with their gifts. You want to show them that their gift *now* can and will make a difference. How best to tell this story?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Why is it important to give to this now?**

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**How can their gift *now* make a difference?**

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# Building Blocks of Support

## The Essential Tools for an Easter Digital Giving Strategy

By Morgan Mudge

Director of Operations Gyve.com

**With Easter only weeks away, it looks like another COVID impacted Easter!** As I write this, churches worldwide are faced with the reality that once again, like last year, the pandemic will impact Easter.

We all know that Easter is a church's best-attended day of the year. What you might not know is that Easter is typically a strong offering day. At least Easter *used* to be a strong offering day when every chair or pew was filled with warm bodies. If your church is even allowed to meet with limited attendance, you can expect the offering to be impacted. This playbook will show you how to assure a great Easter offering even if you don't meet for in-person worship.

Since attendance at churches meeting in-person is hovering around less than 50%, it has become imperative to have a digital giving strategy. My task is to help get you ready by answering,

### What systems should you have in place?

1. **Dynamic website.** Your website is the first place most people will visit *before* they ever darken your doors. Studies show you have less than 10 seconds to make an impression before people leave. So, make your website a good one! Think of your website as your base of operations.

**Use your website's URL to drive people to your online giving page.** Your giving page's URL can be used to drive people to your site. That is another key to a successful Easter digital giving platform; you need to drive people to the site. We would recommend updating your online landing page to coincide with your Easter offering. Then in emails, social media, and other means of communication, you can tell your story and link people back to the giving page to support your cause.

2. **Robust online giving platform.** People love options and convenience, so you need to think beyond your website. To increase giving, you have to make it quick and easy to use. Let me list three key giving options for your consideration.

**The App** – How many times a day do you use your phone? How many apps do you have on your phone? Apps are used for speed and convenience. Having an app that connects people to your giving portal makes it easy for them to give. The easier you make it for people to give, the more apt they are to give!

**Introducing Round-Up** – Our Round-Up giving app is precisely the tool you need to start people on the generosity journey! Donors can download an app onto their phone and designate where they want their rounded-up dollars sent. Once

donors sign up, they simply make purchases with accounts connected to round-up giving, and Gyve does the rest. Every transaction rounds to the nearest dollar, and Gyve collects the difference for donation. When the round-up change collects to \$20, Gyve processes the donation and sends the round-up gift to the pre-selected church or charity.

**On average, it takes just 74 days from when a person signs up for Round-Up to when they make their first donation to a church!** Round-Up teaches them the joy of generosity, making it easier for them to transfer that newfound joy to your offering. This Easter would be a good time to mention Round-Up giving as a means to attract new donors! Find out more at,

<https://gyve.com/gyve-round-up-donations/>

**Text Giving** – How many texts do you read and send in a day? Your answer shows why providing potential donors the ability to text dollars to you is another key to your digital offering success. Text giving is quick and easy yet effective.

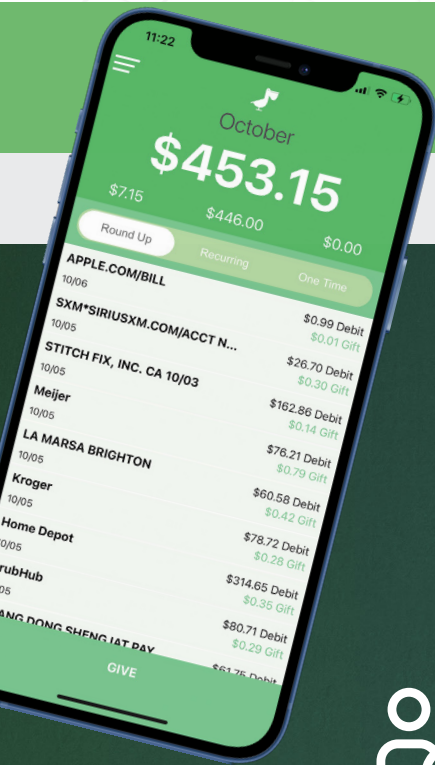
3. **Social Media platform and presence.** Like it or not, and sometimes we hate it, Social Media is where many people spend a great bulk of their time. If you are not there, you miss an opportunity to connect with your people and those in your community. In the weeks leading up to your Easter offering, you can tell the story of that offering through social media. You can then use a URL to link people to your giving site.
4. **Extensive database of your donors.** A given is to have all your member's email addresses. You also need to break this list down by various subgroups like first-time givers, consistency of giving, etc. Programs like Constant Contact, Mailchimp, and others can help you maintain and send emails to your donors.

With the above tools, you can begin to build out an Easter Digital Giving strategy that will help you see the kinds of Easter offerings you had before the pandemic. With Easter only weeks away, now is the time to prepare for your best Easter offering ever!

**Check out more about Gyve on the following page!**

# YOUR COMPLETE GENEROSITY SOLUTION

# BETTER TOGETHER



Gyve



Cass Commercial Bank

Faith-based organizations teaming up with Gyve + Cass Bank, see an average growth in generosity of:

62%↑  
FIRST TIME GIVERS

18%↑  
GENEROSITY

78%↑  
ACTIVE USERS



**BANKING + LENDING**

Cass supports the banking needs of faith-based organizations by providing loans to update or build new facilities and deposit services integrated with the Gyve on-line platform.



**GENEROSITY COACHING**

Gyve+Cass comes alongside faith leaders to facilitate generosity moments with free coaching, weekly newsletters and relevant discussion points.



**CHURCH ANALYTICS**

Included at no cost in Gyve is best-in-class reporting and insightful analytics that create a clear picture of the financial health of your organization.



**GIVING**

Gyve with Round Up is a powerful on-line giving tool that fosters a culture of generosity within faith-based organizations.

For more info on Gyve, visit:

[gyve.com](http://gyve.com)

833.713.0633

For more info on Cass, visit:

[cassbank.com](http://cassbank.com)

833-713-0634



**Action Plan for Building Your Support Base** – Is your church set up for giving success? If not, it is way past time to implement the technology of this century. Your blocks of support should include,

- Review your online presence with the eyes of an outsider. Does your church's online presence enhance or hinder your ability to connect digitally with your community? Take steps to get your church into the 21<sup>st</sup> century!
- Let's start with your website. Is it up to date? Are you using it as a communications tool for members? What improvements need to be made to enhance your web pages' presence?
- If you don't have online giving set up, start the process TODAY to get your church set up.
- Make sure your website is mobile-friendly. If you're not sure, log on to your site with your smartphone or tablet. If it does not appear right on that device, then you need to get it set up for mobile connections.
- Do you have an email database of your members? If not, create information sheets asking for members' email addresses and pass them out next Sunday.
- Make sure you have a Facebook page set up and active. Facebook is the front porch of America and a free creative way to tell your story. Ensure all members know about your page AND invite them to participate by posting pictures related to the church's missions and ministries.
- Set up a Twitter account for the church and begin advertising it to the entire church.
- Sign up for a service like Buffer that will allow you to schedule Tweets that focus on your church's missions and ministry. Then start tweeting!
- Snail mail is still the leading means by which charities increase giving. Are your offering envelopes set up for members to easily mail back a gift to you?

# Putting the Plan into Action

## The 2021 Easter Giving Plan Weekly Plan of Action

We will use a special Resurrection Offering push from Palm Sunday, March 28, to Easter, April 4 to move people up the generosity ladder *and* help solidify your second quarter giving to ensure summer missions and ministries. Use the following as an idea starter for developing your Easter giving plan, which we call The Resurrection Offering.

**Week of March 1 – The Focus of this week is setting the Message.** What will be the focus of your Easter offering? What is the story of that? How do we accomplish this?

- ✓ Using the **Why Vision Worksheet** on page 7, determine what you want the offering to focus upon and what the message will be.
- ✓ Think about how you will publicly announce The Resurrection Offering initiative.
- ✓ Make sure everyone on your staff/team has read through this playbook. You have my permission to send it to those within your church that need this information.
- ✓ Check your website and online pages and work on additional pages to support the initiative.
- ✓ Plan out your social media strategy, videos, print material, etc.
- ✓ PRAY!!

**Week of March 8 – The Focus of this week is Preparation.** Spend this week continuing to craft the message of the offering as well as all the various support platforms and material needed.

- ✓ Make sure all web pages are up and running, giving you the ability to show more information. You'll want to use links like this to drive people to the page. Here is a hint: have a giving button on that special page!
- ✓ Start reviewing the suggested emails/letters that are recommended. How would you take the idea presented in each of these and personalize it for your culture and context?
- ✓ Finalize this week a letter to send to your leaders, both ministry leaders and giving leaders, informing them of the special offering.
- ✓ PRAY – Specifically, pray that your leaders would catch the vision behind this.

**Week of March 15 – The Focus of this week is on Leaders.** How can you best make a difference? The local church! We show how *your* church is making a difference.

- ✓ Monday, March 15: either snail mail or email a letter to those you consider ministry leaders as well as the top 20% of your giving leaders. Trust me; you'll hit 90% of your faithful! See page 13 for a sample letter.
- ✓ Continue to think of how you can support the story you tell each weekend through social media posts in the coming week. Since the focus is on the mission, why not show that in action?
- ✓ Start a slow drip of posts on social media telling your story. Some posts might talk about the offering, while others are simply illustrating the power of generosity through the work of your church.
- ✓ Plan out the offering talk that will announce the Resurrection Offering. See Appendices.
- ✓ Keep working on the plan and above all, keep PRAYING!!

**Week of March 22 – The Focus of this week is on Being Generous.** Followers of Jesus live generously. We want to focus on the joy of generosity, challenging members to move up the generosity ladder with a generous gift to the Resurrection offering. This week will also continue our focus of asking leaders to lead with an advanced gift on Palm Sunday.

We start showing how your church's impact extends beyond the walls, both physical and cyber. This broad overview introduces your church family to the possibilities of impacting their world and invites them to participate with you.

- ✓ Step up your social media campaign highlight all that you have accomplished in this past year. At times say, "Thanks to the generosity of our members..."
- ✓ Send out the church-wide letter/email announcing the Resurrection offering information on Monday, March 22. See Appendices.
- ✓ Plan out the offering talk for Palm Sunday. See Appendices.
- ✓ PRAY!!

**March 28 – The Focus of this weekend is Being Hopeful.** Our world needs hope. In the New Testament, the word hope, when used as a noun, means "favorable and confident expectation, a forward look with assurance." By focusing forward on the future, we bring hope. We want to share at least three things moving forward that their generosity can help support.

- ✓ Mail the Resurrection offering email/letter on Monday, March 29. See Appendices.
- ✓ Keep communicating your vision across all platforms.
- ✓ Send the last email blast with an online appeal to give to the Resurrection offering.
- ✓ PRAY HARDER!!

**April 4 – The Focus of this weekend is Being Grateful!** We want to give praise and say thank you. Announce the Resurrection offering results, share what that will mean for mission and ministry, and profusely thank everyone who gave.

- ✓ Monday, April 5 - Send thank-you notes/letters to those that gave to the Resurrection offering. Don't just thank them, tell them what their gift accomplished.
- ✓ Monday, April 5 – Send one last email appeal. See sample on page 19
- ✓ Make the announcement next weekend a big deal. Plan out how you can celebrate the results and pour gratitude into your church.
- ✓ PRAISE!!

## Appendix A:

### Letter and Email Samples for Easter Offering Campaign

**On Monday, March 15, in advance of the offering, send a letter to ministry and giving leaders announcing an Easter Resurrection Offering push.**

Dear \_\_\_\_\_,

**Last summer, a leading church expert said that 1 out of every 5 churches in America could potentially close their doors forever due to the lockdowns.** I've got good news for you. YOUR CHURCH NAME doors are still open, and we are reaching more people than ever!

In the last year, we have seen some challenging times, but our church has stood tall throughout it. By the grace of God and people like you, the doors of CHURCH NAME remain open. **Thank you for all you do for our church!**

**We will be holding a Resurrection Offering** - We have the potential this Easter for one of our largest watched/attended services ever. We are going to use our offering time to increase generosity and attract new givers. Specifically, we want to:

- **Raise at least an additional week's offering.** This will assure our spring ministry setting us up for a successful summer.
- **Increase the number of first-time givers.** We want to start people on the generosity journey.

Our goal is to ensure that all (Insert Student/Children etc.) ministries are adequately funded in 2021. The Resurrection offering this Easter will help us continue to offer our community and world hope.

**I am asking all our leaders to make an advance additional gift to our Resurrection Offering on Palm Sunday.** Some might give an additional 10% increase. Some might even double their normal offering. If we increased our normal offering by a small amount, we could raise an additional week's offering. On Easter morning, I want to share an amount already given to motivate the entire church family to give generously to help us keep our doors open and our ministry active. I know I can count on you to stand with me. Thank you again for all you mean to me.

Your pastor,

Dr. Pastor

PS. Don't forget that you can make your gift easily by using our online service. Go to <https://www.communitychurchonlinegiving> and follow the easy steps. Setting up your giving online not only makes giving easy, but it also ensures your gift more quickly gets to work supporting our missions and ministries!

**A letter setting up Easter giving campaign – Monday, March 29** – Note the letter that follows utilizes a made-up story of life-change. Find your own story and use it here. Also, note the PS mentions an inserted envelope for ease of use. See the Appendix for a sample.

Dear \_\_\_\_\_,

**Americans love a good love story.** Perhaps that is one reason why we love Easter. Hollywood capitalizes on our desire for a good love story, and every year, they release blockbuster movies. Those movies are usually based upon some fictional story that has little to no meaningful message. I want to tell you a story that is real. It is the story of John Smith. **Use a real-life story to insert here!**

Most of you don't know the name John Smith. John lives in our city, and through friends who invited him to our church, he realized he needed Christ as his personal Savior. Not long ago, he made that commitment, which changed his life forever. I was honored to baptize John along with others. Each of these people, like John Smith, has a story to tell, and now, thanks to Christ, their story will have a happy ending! Now that is a real love story! Stories like this and many others happening at Community Church are among the major reasons I love this church!

**This Easter, we will be asking all in attendance to give a gift to support Community Church's work.** Christ gave His all for us. Should we not be willing to give a portion of what He has entrusted to us? The faithful gifts from members like you do so much, and the John Smiths of this world benefit!

**Without the faithful generosity of people like you, we would not be able to accomplish what we do for the Kingdom!** This coming Easter, we want to have a tremendous response to our offering. Enclosed is an envelope that you can either bring with you this Sunday or put in the mail. Either way, please pray about being a part of this special time of giving to further support our work here at Community Church.

How many other stories like John Smith's will we be able to celebrate this year? Hundreds and thousands of stories of changed lives for eternity will be told. Thank you for your generosity that helps make this happen. Let's celebrate Easter with a God-honoring gift!

Your pastor,

Dr. Pastor

**PS. You can also give online at [www.communitychurchonlinegiving](http://www.communitychurchonlinegiving)**



**Here is another option for your consideration for a letter setting up Easter giving campaign.**

Dear \_\_\_\_\_,

**Easter is days away!** Easter, the Christian celebration of the Resurrection of Jesus, has become big business. **\$18 billion** was spent last year on all Easter-related goods. **\$2.6 billion** was spent on candy alone! That is a lot of sugar. The average American spends over **\$150** on Easter.

**Isn't it true that we spend our money on what we value and love?** Americans spend billions of dollars on Easter candy that is here today and gone tomorrow. About all, we have to show for eating that candy is an expanding waistline and a mouth full of cavities. That sugar might make us feel good for a moment, but it will not deliver the hope needed in these challenging days we live in. This Easter, I want to show you a better way to spend your money by giving it to YOUR CHURCH NAME so we can continue to bring hope to our world.

Consider just some of the things Community Church does: **List your bullet points here**

- In 2020 we saw XX number of children and students accept Christ.
- Our mission teams went to Africa, Romania, and the inner city of Detroit.
- We trained XX number of people.
- We ministered to XX number of people.
- We did all this as well as weekly, providing worship and ministry for hundreds.

**We want to see more of this in 2021!** The faithful and generous gifts of our church family make all of this and more possible!

This Easter, we will be unashamedly taking up an offering to support our missions and ministry initiatives. We are asking you to help us show the love of Christ with your gift. During Easter, we focus upon the life, death, and Resurrection of Jesus that assures us of Eternal Life. It is God's gift to us. This Easter, why not give a gift back to support Community Church as we attempt to share the love of Christ to a lost and dying world?

**This Easter, with our Resurrection Offering, let's give the greatest offering ever as a means of expressing our gratitude and thanks for the greatest gift ever!** Included in this letter is an envelope that will make it easy for you to give. You can either mail it in or bring it with you to one of our services.

Let's do our part to support what we are doing here at Community Church by giving a generous gift this Easter. I look forward to hearing from you soon.

Your pastor,

Dr. Pastor

**PS. You can give online by going to our webpage at [www.CommunityChurch.org](http://www.CommunityChurch.org) Pre-**

**Easter Email Blast – We recommend this be sent out a few days before Easter.**

**Subject line: \$150 versus \$200, which is it?**

Dear \_\_\_\_\_,

**How much do we spend on Easter compared to how much we give to a church?** The answer is Americans spend, on average, \$150 on Easter and give about \$200 a year to their church! What does that say about what we truly value?

**Let's change that average this Easter with a generous gift to Community Church! This Sunday, we will celebrate the Resurrection of Jesus and take up what we trust will be the largest offering of the year.**

**Give now at [www.CommunityChurch.org/give](http://www.CommunityChurch.org/give)**

**What is so special about this Easter offering?** This offering will be used to fully fund all our missions and ministry initiatives for the rest of this spring and summer.

**Give early at [www.CommunityChurch.org/give](http://www.CommunityChurch.org/give)**

Easter at Community Church is going to be a great celebration. Let's take up an offering worthy of our living Lord in support of His church!

Your pastor,

Dr. Pastor

**PS. If you are going out of town, you can still give by using our online giving platform at [www.CommunityChurch.org/give](http://www.CommunityChurch.org/give). Give now!**

**Thank you letter after Easter giving campaign is completed sent to members and those who have previously given**

Dear \_\_\_\_\_,

The Apostle Paul opens his letter to the church at Philippi by saying, "I thank my God every time I remember you." I know how Paul felt as every time I think of our Community Church family. I thank God for you and that God allows me the privilege to be your pastor.

This past week was another reminder of how blessed I am to serve the Lord here. Gifts to our Easter giving campaign allowed us to collect over \$XX, XXX to fund our future missions and ministries! Praise the Lord, and thank you, Community Church family. When other churches are scaling back due to declining offerings, we are poised to continue our work for the Lord. None of this would be possible without God's favor and blessings and the faithfulness of our Community Church family.

I wanted to write and thank you for your sacrificial giving. While numbers like \$XX, XXX are exciting, what is even more exciting is the continued ministry that it allows us to accomplish. Every gift given to Community Church is wisely and prudently used to extend the Kingdom. Your faithful gifts bless the greater **List your city** area and beyond.

Let me end by quoting the rest of Paul's opening thanksgiving and prayer to the Philippians, "In all my prayers for all of you, I always pray with joy <sup>5</sup> because of your partnership in the gospel from the first day until now, <sup>6</sup> being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus.

<sup>7</sup> It is right for me to feel this way about all of you, since I have you in my heart and, whether I am in chains or defending and confirming the gospel, all of you share in God's grace with me. <sup>8</sup> God can testify how I long for all of you with the affection of Christ Jesus.

<sup>9</sup> And this is my prayer: that your love may abound more and more in knowledge and depth of insight, <sup>10</sup> so that you may be able to discern what is best and may be pure and blameless for the day of Christ, <sup>11</sup> filled with the fruit of righteousness that comes through Jesus Christ—to the glory and praise of God."

May this prayer of Paul be true for our church as it was for the church at Philippi. I look forward to seeing you this Sunday with Bible ready and hearts receptive to hear what God wants to say to us.

Your pastor,

Mark

**PS. Remember, the easiest way to give is through setting up your gift to be automatic. To find out how go to our web page at <http://communitychurch.org/give> and follow the directions for recurring giving.**

**The following letter should be sent to those that were first-time donors on Easter**

Dear \_\_\_\_\_,

**Thank you for your recent gift to Community Church this Easter.** According to our records, your recent gift to Community Church may have been your first gift. I wanted to take the time to thank you for your generosity. Your gift allows us to fulfill our purpose to **List your vision statement here**. So, thank you for helping us accomplish our mission.

I also wanted to write and let you know that we take all gifts seriously. You can be assured that your gift is used to fund our church's many missions and ministry endeavors. In this packet, I have included a document that outlines what we do with our funds. Community Church maintains the highest standards of integrity when it comes to our members' and attendees' tithes and offerings. You will be receiving quarterly and year-end giving statements of all your gifts to Community Church. If you have any questions about your giving record, you can contact our church financial office at (XXX) 555-3817 and ask for \_\_\_\_\_. You can also email us at office@communitychurch.com

Your gifts to Community Church do make a difference. Our gifts do make a difference. Here is an example of the impact we are making. **List your own story below!**

Just a few weeks ago, I had the privilege of preaching a funeral for one of our members who died very suddenly after being diagnosed with lung problems. He died just two weeks after the diagnosis. Yet he was ready. For you see, back in May of 2007, he accepted Christ as his Savior, and it radically changed his life. He was baptized here at this church and grew in faith here. This didn't just happen. It happened in part because faithful people supported this church through their gifts. **I firmly believe that gifts like yours allow us to tell stories like this!**

So again, thank you for your gift and for considering further gifts to Community Church. We believe hundreds of other stories are yet to be told, and your faithfulness will help us see them become a reality. May God bless you!

Sincerely,

Dr.

**PS. I have included a special CD of a sermon that you might find helpful.**

**We recommend you include something in the letter or envelope to first-time givers that shares what your church is about.**

**The following email can be sent out immediately after Easter.**

**Subject line: Did you miss it?**

Dear \_\_\_\_\_,

**Yesterday, we celebrated that Jesus is alive and took up one of our best offerings of the year!** We will be using this offering to further our work of missions and ministry. Gifts given to Community Church allow us to spread the news that Jesus is alive!

Did you miss yesterday? **You can still give now or give again by going to [www.CommunityChurch.org/give](http://www.CommunityChurch.org/give)**

Your gift now will help us be better able to carry out our goals of reaching our area and the world for Christ. **Please consider a gift now by giving online at [www.CommunityChurch.org/give](http://www.CommunityChurch.org/give)**

**Every gift given will go towards advancing the Kingdom.** Your gift matters and will help us reach our ministry goals for the year.

I appreciated your generous support of Community Church, and I am blessed to be your pastor!

Dr. Pastor

**PS. You can also set up your gifts to be recurring so that if you are gone, your offering still helps support our life-changing work. Go to [www.CommunityChurch.org/give](http://www.CommunityChurch.org/give). Check the recurring button to set up your automated giving. This makes giving easy AND saves paper!**

## Appendix B:

### Offering Talks

#### **We Bring Hope! – The week before Palm Sunday, March 21**

**"All the church ever talks about is money!"** Have you ever heard that? If you regularly attend church, you know, that is not true. **Yet every week, we pass an offering plate.** So, we do at least for a few minutes talk about money here.

**Have you ever wondered what we do with that money?** This morning before we take up the offering, I thought I would share with you what our plans are this summer to help you understand what we do with the money we give you. *List your missions and ministry activities for the summer. Here are my suggestions.*

- **VBS** – Every year, we hold Vacation Bible School here. We typically have around 100 kids for a week. Many of these kids don't come regularly here. Many come from broken homes where they get little to no love. We love on them and tell them that God loves them and has a plan for their lives. It costs us money to hold this event. So, yes, we ask you to give to support that!
- **Student Camp** – Every year we take our students to camp. At camp, we teach them there is a better way to live their lives than to follow the path of the world. We teach them how to follow Christ in a Christ-less society. Student camp is one tool we use to mold the next generation for Christ. It costs us money to hold this event. So, yes, we ask you to give to support that!
- **Mission Trip to \_\_\_\_\_** - This year we will be sending teams to \_\_\_\_\_. We will be doing a multitude of things. *Share specifics of what your teams will do.* It costs money to go there and do what we believe God wants us to do. So, yes, we ask you to give to support that!

**We talk about money because we believe in what we are doing brings true hope to a world looking for hope!** So, while we don't put pressure on anyone to give, we do invite you to be a part of what we are doing with your generous gift this morning!

**Paul in I Corinthians 15 writes assuring the church that the Resurrection is the cornerstone of our faith, giving us the victory through Jesus our Lord Jesus Christ. He then says, "Therefore, my dear brothers..." Your labor is not in vain. Your giving is not in vain when you give here.**

## **Giving is an Act of Worship - Palm Sunday, March 28**

Today, in churches around the world, we celebrate Palm Sunday. This day, the week before Easter, is when we focus upon Jesus Triumphant Entry into Jerusalem. Jesus rode into the city on a donkey that had never had anyone ride it. People came from all over the city to celebrate his coming to Jerusalem that day.

What we often gloss over is how Jesus got that donkey. The Scripture says that he directed the Disciples to go into a town and find the donkey tied up and bring it to him. He told them that if anyone asked why they were taking it to tell them, "The Lord needs it." That is what happened. They found the donkey, and as they were untying it, the owners said to them, "Why are you untying the donkey." "The Lord needs it," they said. That was it. The Lord needed a donkey, and the owners gave it to the disciples. Wasn't that an act of worship to give a donkey for the Lord's use?

What about you? Do you have anything that the Lord needs? We would have to say no that God doesn't need anything from us. Yet, he does ask us to give to Him. We are to give Him our lives and even our possessions. It is for us an act of worship.

This is why we take up an offering every week. Some might think that our worship has stopped, but the offering is an act of worship. Psalms 96:8 says, "Ascribe to the Lord the glory due to his name; bring an offering and come into his courts." Our weekly offering does not interrupt worship; it is worship! When you think that your gift today is an act of worship, shouldn't that change the way you give? It might mean it changes the amount you give! Or it could mean that you were not going to give, and now you realize that to fail to give is to fail to worship. You see, viewing the offering as it truly is meant to be viewed, as worship, should change what you give. Today make sure that your offering is indeed an act of worship. Just as we strive to do our best in singing to the Lord the praise that He is due, let's strive to make sure our gift today represents our best!

We give you multiple ways to give here. Find the way that works best for you. From now on, let's view the offering time as another part of our act of worship.

## **We Bring Hope! Easter Message April 4**

**Hope.** That is what we desperately need in these days of uncertainty. That is what this day is all about, hope. Easter is the church's time of celebrating the resurrection of Jesus Christ, our Lord and Savior. He is the hope of all the world!

Often our hymn and chorus writers can say it so well. This week an old Bill and Gloria Gaither chorus came to mind that says:

*"Because He lives I can face tomorrow, Because He lives all fear is gone; Because I know, He holds the future. And life is worth the living just because He lives!"*

That is what Easter is about, declaring that Jesus is alive! Because He *is* alive, we have hope!

That is what we here at YOUR CHURCH NAME are doing day in and day out amidst this crisis. While our physical doors might be closed or our attendance limited, we continue our ministry to our community and the world.

This past year your generosity has allowed us to,

**List one to three positive things you have accomplished.**

This year there are a few things we have upcoming that we believe will continue our message of bringing hope to our community,

**List one to three things of**

Your generous gift in today's offering will allow us to accomplish these ministries as well as all our other endeavors. Our world desperately needs hope, and our mission is to bring them hope in Jesus' name!

This would be our normal time of offering in our services. Obviously, we can't pass a physical offering plate. You can still give by going to, LIST ALL YOUR DIGITAL GIVING PLATFORMS.

Let me thank you for your continued generosity through this time. We know "this too shall pass." Your faithfulness in generosity helps us keep our ministries strong. We have not given up hope for the rest of our year, and we depend upon your generosity to help make this happen.

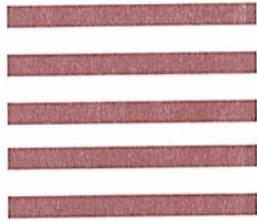


**Appendix:** Here is a sample envelope from one of my client churches.

205 FARNOL STREET SW  
WINTER HAVEN, FL 33880  
WWW.HEARTCHURCH.ORG



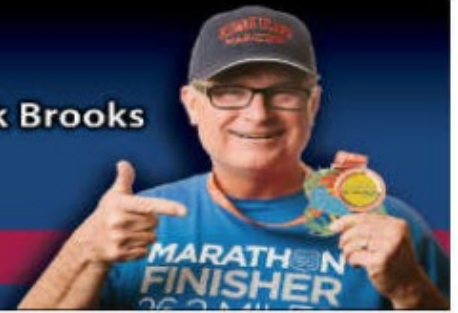
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 78004 WINTER HAVEN, FL  
POSTAGE WILL BE PAID BY ADDRESSEE

HEARTLAND COMMUNITY CHURCH  
205 FARNOL STREET SW  
WINTER HAVEN, FL 33880





**Looking for a newsletter that gives you incredible help in increasing generosity?** I write the best weekly newsletter in America called **The Stewardship Coach Newsletter!** My members get this informative and packed generosity tool every Monday morning. Find out how you can get started receiving, **The Stewardship Coach Newsletter!**

**Silver Level:** Membership at this level gives you America's leading weekly newsletter on all things generosity related, **The Stewardship Coach**. This is a great tool for church leaders that want to stay abreast of the latest generosity news, information, and best-case strategies.

**"The Stewardship Coach newsletters have been a tremendous help to our church. I encourage pastors and church leaders to take advantage of this powerful resource."**

**Pastor Nick Floyd Cross Church Northwest Arkansas an Outreach Magazine Top 100 Church**

**Each newsletter contains:**

- Weekly thoughts from me, **The Stewardship Coach**, on the state of generosity, its impact upon your church with practical advice you can implement immediately!
- **Weekly offering talks!** Some sites charge as much as \$99 a month for this!
- Social Media advice, strategies, and suggestions to connect with donors and increase giving!
- Interviews with leading experts in the field of generosity and much, much more!

**The cost is \$9.99 a month or \$99 for a year's subscription.**

**"I share Stewardship Coach with 70 of my leaders weekly. It is a good tool filled with relevant ideas that we can grow from."**

**Dr. William M. Campbell, Jr.  
Union Bethel A.M.E. Church**

**Do you need more? Then check out my,**

**Gold Level:** Designed for the church leader who wants to begin implementing a yearly approach to generosity. This level aims to help your church establish a Digital Giving Strategy giving you financial stability for the present and future! A key for this level are the Coach's

**"We used the Stewardship Coach's manual for our Easter offering. The weekly tasks helped us organize what needed to be done to have a successful campaign. Using the Stewardship Coach's plan, our offering was \$17K above our normal Easter offering."**

**Stephanie Dalton, Executive Pastor, Bethel Harvest Church**

Gold members receive:

- **The Stewardship Coach Newsletter** sent to them weekly with key thoughts, offering talks, interviews, samples, and more, PLUS,
- All my seasonal manuals like "The Successful Easter Giving Plan," "The Fully Funded Summer," "The Maximized Annual Campaign," "How to Increase End of Year Giving," and more that each sells for \$9.95!
- A review of your giving trends using our Generosity Assessment tool.
- A scheduled conference call with The Stewardship Coach, giving you a personalized generosity assessment.
- Unlimited email access for answering all your generosity questions and reviewing any direct giving appeals you write.

**The cost is \$365 a year.**

**Do you need even more? Then check out my,**

**Platinum Level: Let me coach you to become a Top 100 generosity church!** I regularly coach many of the nation's top 100 churches in terms of size. I can help you become a **Top 100 generosity church.**

you get,

- **"The Stewardship Coach,"** newsletter, my weekly coaching piece that includes...
- **Weekly offering talks!** Some sites charge as much as \$99 a month for this!
- All my **seasonal giving manuals**, like "The Fully Funded Summer," and many others.
- The **Generosity Treasure Chest** of all my past articles, hundreds of offering talks, all my recorded group teaching time, and MORE!
- Twice a year **Generosity Assessment** with our deep-dive financial analysis of giving trends.
- **Group Coaching** every week, focusing on key topics of generosity with a Q&A time personally with the Coach.
- **Personal Coaching** through email and monthly teleconferencing.

**The cost is \$99 a month. To find out more and to sign up, go to:**

<https://acts17generosity.com/memberships>