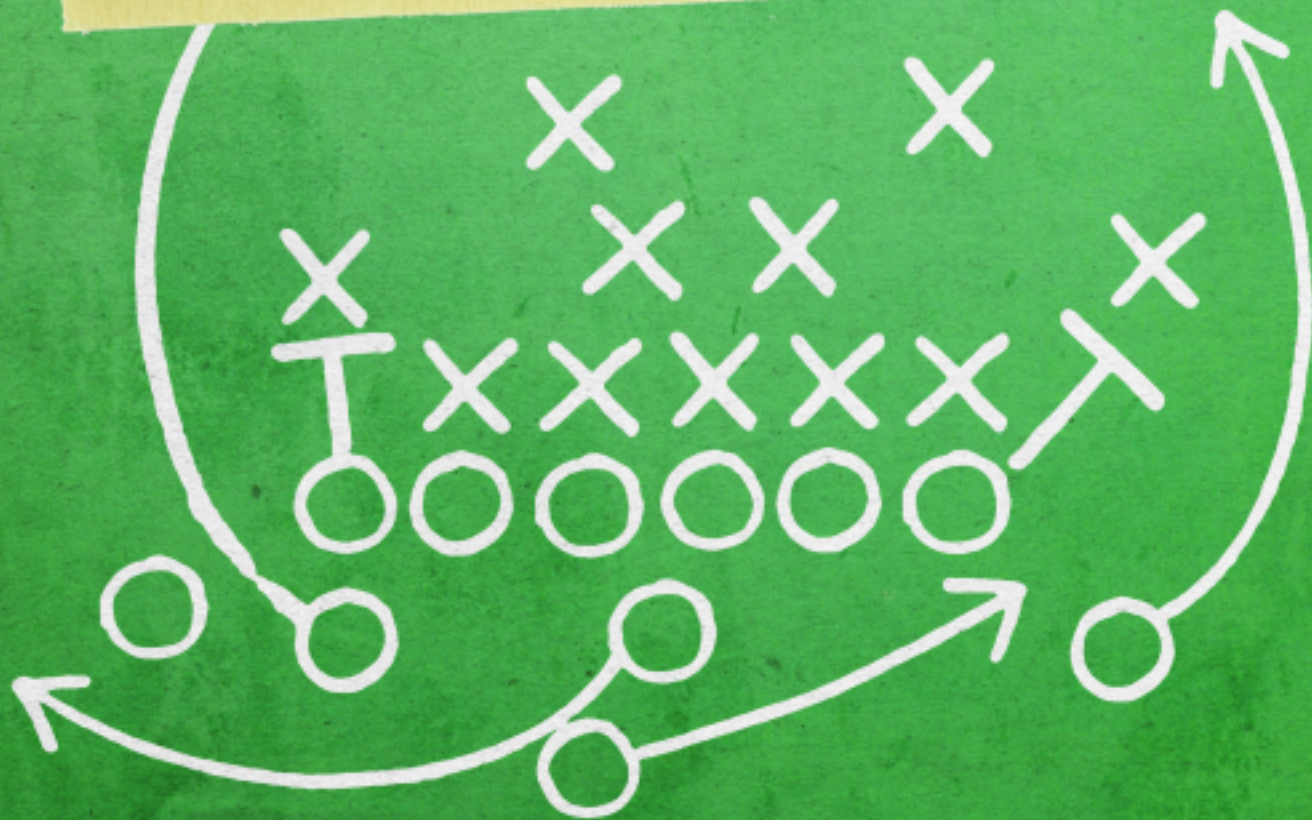


# THE YEAR-END GIVING PLAYBOOK:

*9 Ready-to-Use Templates*



Tithe.ly + breeze



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## EMAIL TEMPLATES

**Email 1:** Year-End Giving Launch

**Subject:** Make Your Giving Count in 2020

**Preview text:** Support [your church's name] with a year-end gift.

**Timing:** Early the week of December 14

Dear [first name],

Are you ready for the understatement of the year? 2020 has been a strange one.

Ready for another understatement? Your giving has been integral to our church's continued success.

It should go without saying that we could not have made it through this year without your generosity. When things got tough, you stepped up and supported this church, and we are forever grateful.

Thanks to your generosity, we have been able to:

- Baptize ## new believers
- Welcome ## new church members
- Give \$### back to our community
- Support ## missionaries around the world
- [Insert other examples of the work your church has done this year]

But the year is not over, yet. There is still time for you to make an impact.

That said, we kindly invite you to make one final donation this year.

By participating in our 2020 year-end giving campaign, you will help in supporting [share a vision here for what the funds raised will go toward this year.]



If you are ready to make a year-end donation, click here for information about online giving and other ways to donate.  
[Insert link to the year-end giving landing page on your church's website.]

Thank you for your generosity.

Thank you for supporting this church.

Thank you for your continued faith during a difficult year.

Thank you.

Sincerely,  
[Senior pastor's name]

P.S. If you have any questions about giving or what your money goes to support? Respond to this email and we will answer them directly! We want to hear from you.

**EMAIL 2:** Year-End Giving Reminder

**Subject:** Don't Forget—There Is Still Time for a Year-End Gift

**Preview text:** Help [your church's name] make an impact in 2021.

**Timing:** Mid-to-late week of December 28

Dear [first name],

Can you believe that 2020 is almost over?

Some days it feels like the year just got started, other days it feels like it has been dragging along.

Needless to say, this year has been a strange one.

We are so thankful to have been able to celebrate Christmas

with our church family, even if it looked a little different this year. It reminded us of how blessed we are and how thankful we are for your generosity.

Despite having a difficult year, we have been able to continue our impact on our community. Because of your giving, we were able to spread the word of God when it mattered most.

And we are already making big plans for 2021.

We know that the future (even the immediate future) is uncertain, but here is what we're hoping to do in the next year at our church:

[Share a vision for next year and how the end-of-year giving will make that a possibility.]

If you feel called to be a part of this goal, we invite you to participate in our year-end giving campaign.

Our hope is that your donation will help propel us forward into an even better year in 2021.

Click here to access all of the different ways to give. [insert landing page link]

Thank you for your generosity and we wish you and your family a Happy New Year!

Sincerely,  
[senior pastor]

P.S. If you ever have any questions about giving or the church in general, reply to this email and we'll be sure to get back to you. We are here for you!



## TEXT MESSAGES

Use [bitly.com](https://bitly.com) or other URL shortener to shrink and track all links.

- Thank you for your generosity towards our church during 2020! Want to make another end-of-year gift? Go to this link: [insert link here].

*Character count: 132*

- There is still time to make a year-end donation to [your church's name] this year! Click here to make a big impact in 2020: [insert link here].

*Character count: 132*

- Ready to be a part of our church's plan for better things in 2021? Check this out for more on our vision: [insert link here].

*Character count: 124*

## PUSH NOTIFICATIONS

Use your church's mobile app to send out push notifications.

Maximum suggested character count is 126.

- Thank you for your generosity towards [your church's name] in 2020! Finish the year strong with a year-end donation...

*Character count: 117*

- Don't forget to make your final donation of 2020 to [your church's name]. Doing so will help us in helping others! :)

*Character count: 113*

- End 2020 on a positive note with a charitable gift to [your church's name]. Let's make 2021 even better together!

*Character count: 113*

## LANDING PAGE

You (hopefully) already have a dedicated giving page on your church website. Creating a separate, but similar page specifically

catered to year-end giving can help you direct people from other sources. It also allows you to include specific messaging for the campaign. Build an optimal donation landing page by including the below features:

## FEATURES

**Web address:** Provide a URL that is easy to remember and type, Eg. [www.yourchurch.com/2020giving](http://www.yourchurch.com/2020giving).

**Donation form:** Make it easy to give! Embed a donation form at the top of the page, or drop a button that directs people to a donation form.

**Other ways to give:** If your church has other ways of accepting donations, such as check or cash, be sure to provide details for how donors can give in those ways.

**Images:** Use clean, copyright-appropriate images that complement the purpose of the page. Either use photos you have taken yourself, or stock photos from Unsplash or Pexels.

**Reasons to give:** Merely asking your church to donate is not effective—you must encourage by telling them why it is important to do so. This may include providing some type of data that can show the impact giving had on your church in the past year.

**User login:** If you use a giving software, like Tithely , allow members to create a login and view their giving history quickly and easily. Transparency goes a long way.

**Mobile friendly:** It is important to ensure your website translates well on different devices. So be sure to test out the landing page on smartphones and tablets as it is likely most church members will be viewing your website via a mobile device.



## LANDING PAGE EXAMPLES

- City First Church
- Eastridge Church
- Big Valley Grace Community Church
- St. Michael the Archangel Catholic Church

## SERMON ILLUSTRATIONS

### **Zacchaeus Pays His Reparations (Luke 9:8)**

Many of us have heard the story of Zacchaeus. We remember the part when he wants to meet Christ, so he climbs a tree. We especially recall Zacchaeus' height, or rather lack thereof. But what we sometimes forget about Zacchaeus is that he was a tax collector. That is one of the reasons why he was despised in his hometown—he was greedy and took money from others. But after meeting Christ, he gave back the money he took and then some. No one is beyond saving for Jesus. And even the most corrupt among us can start to make amends by being generous and asking for forgiveness.

### **Storing Up Treasures on Earth (Luke 12:16-21)**

In the book of Luke, Jesus tells a parable about a wealthy man who tried to store up treasures on Earth. The man had a bountiful harvest, so he built up large barns to stash away for a rainy day, then Jesus asked what the man would do if God were to claim his life the next day. The moral of the story is that all of your earthly possessions won't mean a thing. Instead, we are called to store up treasures in heaven, which lasts for eternity. Giving back to the church creates a lasting legacy.

### **The Widow's Oil (2 Kings 4:1-7)**

The prophet Elisha once encountered a widow who was being hounded by creditors. They were threatening to take away her two sons as their slaves if she was unable to pay up. All she had was a small jar of olive oil. Elisha instructed her to collect empty jars from neighbors and pour the oil into it. She did so and found that the oil filled all of the jars and did not stop flowing. This



reminds us that God always provides for us miraculously, even in our time of greatest need. All we need to do is come to God with our needs and trust Him with His instructions.

### **Feeding the Five Thousand (Matthew 14:14-21)**

Christ feeding the five thousand is a story most people know well. Jesus was preaching to a large crowd who became hungry, but the only food was a loaf of bread and a few fish provided by a young boy. Miraculously, Jesus transforms it into a feast that satisfies everyone. So what does this have to do with generosity? Well, consider the young boy who brought the food. How could he have imagined that his tiny snack could have fed everyone? But he gave it up regardless and God did amazing things with that obedience. When we are willing to give up what little we have, Jesus is able to do big things that will help many others.

### **The Macedonian churches (2 Corinthians 8)**

In his second letter to the church at Corinth, Paul mentions another group of churches in Macedonia. According to the epistle, these churches were experiencing some financial difficulties. However, they came together in joy to raise money and support one another. Paul mentions this as a word of encouragement to the Corinthians. He says that they excel at many other things and should test themselves to get better at the “grace of giving.” The churches in Macedonia were able to thrive during their trials because of their unity and their generosity.

## **RESPONSIVE READING**

### **Option 1**

- **Pastor:** God calls us to give thanks for our many blessings.
- **Congregation:** We give thanks to the Lord.
- **Pastor:** All good things come from our Father who is in Heaven. Every good and perfect gift is sent to us from above. Let us send our gratitude to He who shares His bounty with us.
- **Congregation:** We lift our praises up to our Heavenly Father.



- **Pastor:** Remember that God provides for each of us in our time of need.
- **Congregation:** It is good to give thanks.
- **Pastor:** It is right and good to acknowledge our Lord Jesus, who cares for each one of us in our time of need. It is in His holy name we pray.
- **All:** Amen.

## Option 2

- **Pastor:** We are called by God to care for those who are in need.
- **Congregation:** We will do our part to give back to others.
- **Pastor:** Christ our savior tells us that when one sheep leaves the flock, the good shepherd follows after him and protects him from harm.
- **Congregation:** We will follow the example of Christ.
- **Pastor:** Christ commands us to love our neighbor as ourselves. As the body of Christ, we are to be a light for those around us. We are the hands and feet of Him who died for us.
- **Congregation:** We will do what is right for the good of our neighbors.
- **Pastor:** We love the world because God loved the world. It's in His heavenly name we pray.
- **All:** Amen.

## SERMON OUTLINES

Preaching about generosity and giving can be intimidating, but there is plenty of scripture that supports this important topic. Below you can find a helpful outline of messages that could be shared from the stage. You could even work in some of the sermon illustrations provided in another section as needed. Be sure to make it your own with personal stories and your unique voice.

### Giving the Gift

- It is a well-known Christmas tradition to give presents.
- We all have memories as a child of opening the perfect gift.



- [Share a personal story of a gift you received as a child.]
- We know that this tradition comes from the three wise men bringing gifts of gold, frankincense and myrrh to Jesus. (Matthew 2:1-12)
- It is also symbolic because Christ is the greatest gift we could receive on this earth. (John 3:16; Romans 6:23)
- But could we possibly honor his birth by using this time to help others?
- What are some things you could be doing to help others this holiday season?
- [Share some of the things that your church is doing to help the community this season.]
- While Christmas is a happy time of celebration for many, it is often a holiday that brings depression and loneliness for many others. Think about those who have lost loved ones this year.
- Consider what you could be doing to use your gift to bring cheer to those around you.
- One thing you could do is to make a generous year-end gift to the church. This money will be going towards: [share how the year-end funds will be used at the church].
- [Share other examples of ways church members could give back beyond just donating; eg. volunteering their time, writing letters, etc.]
- We spend enough money on Christmas presents every year. ● They are fun ways to celebrate, but we should also share our blessings with those with less to celebrate.

### **This Changes Everything**

- 2020 is a year we will not soon (or ever) forget.
- A hundred years from now, people will remember the start of the Coronavirus pandemic.
- This year is when everything changed for everyone around the world.
- How we act during this time will also be remembered.
- It has been very difficult for a number of reasons, but that doesn't mean there has not been any good to come of it.



- How we respond during a crisis is a true reflection of our character. (2 Corinthians 4:16-18; Ecclesiastes 3:1)
- [Share personal examples of people who have thrived in crisis.]
- About 2,000 years ago, there was a year that changed everything.
- So many years later, we still celebrate the birth of Jesus and tell the story. (Luke 2:1-20)
- Christ came to save mankind from sin, which changes everything, even more than COVID-19.
- These times of change are when our responses matter most.
- Are you acting in a way that you'll be proud to remember years later?
- We have the opportunity to make a positive impact on our community amidst the conflict.
- Oneway you can help make a difference is by supporting your local church.
- [Explain how your church has been helping the community during the pandemic, and how a year-end gift will continue to make that possible].
- Even during times of change, we can take comfort knowing that Christ remains the same. (Hebrews 13:8; Malachi 3:6)

## **SOCIAL MEDIA POSTS**

*Use bitly.com or other URL shortener to shrink and track all links.*

- Thank you for your generosity to our church during 2020! Want to make another end-of-year gift? Help us finish 2020 on a positive note. [insert link here].
- Let's finish the year strong together. Make a year-end gift to [your church's name] and be a part of doing great things in our community.
- "But since you excel in everything—in faith, in speech, in knowledge, in complete earnestness and in the love we have kindled in you—see that you also excel in this grace of giving."  
—2 Corinthians 8:7



- There's still time to make a donation to [your church's name] this year. Click here to make a big impact in 2020: [insert link here].
- What's been your favorite thing about 2020? Surprisingly, there have actually been some positive things happening this year.
- Don't forget to make your final financial gift of 2020 to [your church's name]. Doing so will help us in helping others! :)
- We wouldn't have been able to make it through 2020 without the generosity of our church and community. If you want to be a part of it, you can make a gift today: [insert link here].
- Because of your generosity, we were able to baptize ## people and reach more than ### with online services this year! Thank you for continuing to believe in us.
- Ready to be a part of our church's plan for better things in 2021? Check this out for more on our vision: [insert link here].
- End 2020 on a positive note by making a charitable gift to [your church's name]. Let's make 2021 even better together!
- Despite everything that happened in 2020, you helped us to thrive and have a positive impact on those around us. Thank you for being the body of Christ!

## CHURCH OFFERING TALKS

Use these scripts as a playbook for talking to your congregation about year-end giving. This could be in your usual announcements slot or elsewhere. **Check out this video** from Dean Sweetman explaining how to maximize your year-end giving efforts.

"This has been a challenging year for all of us, for a wide number of reasons. One of the toughest parts was not being



able to meet in person with all of you for an extended period of time. But despite all of that you never gave up faith. You didn't stop supporting this church through your time, your prayers, and your giving. We honestly could not have done it without you. And if you want to continue that, you've got one final opportunity to make a gift to the church this year and help us carry into 2021 with even more momentum, because great things are in our future, and we know more than ever that we're only going to get there as a united body of Christ. To make a gift, go to our website at [landing page URL]. We appreciate every one of you and all that you do to be the light of the world."

"A lot has happened during 2020. Some of that has certainly been scary. I think everyone knows exactly what I'm talking about, but not all of these changes have been negative. Despite all that's going on in the world, there's still a lot to celebrate and be hopeful about. For instance, because of your generosity to this church, we were able to baptize ## people this year. We were not always able to meet in person, but that helped us to reach ### through online viewing. So if you want to help us continue growing in 2021, we are encouraging you to make a year-end gift by going to [landing page URL]. Thank you for all that you do to support this church and our community."



