**Year-End Giving Campaign Sample Resources**

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# Sample Campaign Emails

**EMAIL #1**

SUBJECT: (*Insert Campaign Name)* - Year End Giving

Hi {First Name},

As we approach the end of 2022 we are looking back on the year and remembering all that God has done as well as looking ahead to 2023.

One of the questions we've asked is, "how we can best invest in the mission of our church and in our surrounding community?".

In response to that question, we are launching *(Insert Campaign Name).* The purpose of *(Insert Campaign Name)* is to raise *(insert goal amount)* to put toward the following:

*(List out the big bucket areas your end-of-year campaign will go toward)*.

Now here is where you come in. We are inviting you to consider participating with us in giving outside of your normal giving toward these areas. Our goal is to raise *(Insert year end giving goal)* by Saturday, December 31st.

Would you consider joining us in this? Should you decide to participate, you can give your gift in a number of ways:

-Bring your check/cash to our service

-Give online here: *(insert online giving link)*

-Mail a check to our office: *(insert office address)*

Thank you for being apart of *(insert church name)* and all that God is doing here. We look forward to celebrating the Christmas season together and remembering God's faithfulness.

**EMAIL #2**

SUBJECT: Will you join us?

Hi {First Name},

As you may already know, we recently launched our *(Insert Campaign Name)*. This is our year-end giving campaign that is seeking to gather resources for a variety of areas both within our church walls and beyond.

As you consider participating with us, here are a few areas that we'll be investing into:

*(List out the big bucket areas your end of year campaign will go toward).*

Would you consider joining us? There are a few different ways to give:

-Check/cash during our service.

-Give online here: *(insert online giving link)*

-Mail a check to our office: *(insert office address)*

We are excited to see what impact this investment makes and the ministry that flows from it.

**EMAIL #3**

SUBJECT: Why *(Insert Campaign Name)*?

{First Name},

A few weeks ago we launched our *(Insert Campaign Name)* with the goal of raising *(insert goal amount)* for a variety of areas both within our church walls and beyond.

One question you may have asked yourself is, "why are we doing this?". That's a great question and we wanted to provide some vision around these investments:

*(Include big picture vision for the giving campaign and specifically what the funds will go toward. Help people see the impact their gifts will make).*

Should you want to participate in *(Insert Campaign Name)*, you can give through the following methods:

-Check/cash during our service

-Give online here: *(insert online giving link)*

-Mail a check to our office: *(insert office address)*

We're grateful for you and look forward to seeing what God does with our investments in his Kingdom.

**EMAIL #4 - Sent the last week of Dec.**

SUBJECT: Last Chance - *(Insert Campaign Name)*

Hi {First Name},

We wanted to send one more reminder for our *(Insert Campaign Name)*. You are still able to participate through Saturday, December 31st.

The easiest way for you to give is online and you can do that here: *(insert online giving link)*

As we look to close out 2022, we want to thank you for considering partnering with us and pray you have a happy and blessed New year.

# Sample Social Media Posts

Post #1:

Join us in *(insert campaign name)* this year as we seek to strengthen our ministry and meet the needs of our community. Click here to learn more and to participate: *(link to campaign online giving form)*.

Post #2:

As we end our year, we are looking to sow seeds for fruitful ministry in 2023. Would you join us as we look to better accomplish the mission we are on and make an impact in our city? To learn more and to give, click here: *(link to campaign online giving form)*.

Post #3:

We're excited about what God's going to do through *(insert campaign name)*. If you haven't already, you can easily participate here: *(link to campaign online giving form)*.

Post #4:

There is still time to partner with us for *(Insert Campaign Name)*. All gifts will be accepted through Saturday, December 31st. The easiest way to give is online and you can do that here: *(insert online giving link)*

# Sample Bulletin Insert Copy

**(Insert Campaign Name)**

The *(Insert Campaign Name)* is an effort to gather resources and invest in our ministry as well as meet the needs of our community.

We have a goal of raising *(insert goal amount)* that will be applied to the following areas:

*(Include big picture vision for the giving campaign and specifically what the funds will go toward. Help people see the impact their gifts will make).*

As 2022 comes to a close, would you consider partnering with us to meet this goal? You can give through the following methods:

* Bring your check/cash to church and place it in the offering. Be sure to mention (*campaign name here*) in the memo line.
* Give online here: *(include QR code for people to scan)*
* Give through our mobile app
* Text to give at (*include text number and code here)*
* Mail a check to our office: *(insert office address)*

For making non-cash gifts such as stocks, mutual funds, or real estate, please contact (*insert business administrator information here*).

Gifts toward *(Insert Campaign Name)* will be accepted through Saturday, December 31 and all donations are tax-deductible.