



Ministry Brands

Head Start:

New & Proven Strategies for
Year-End Giving Success.

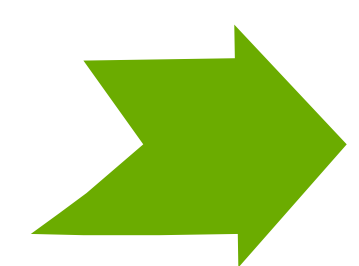
TOOLKIT

Year-end giving is not a sprint, it's a marathon.

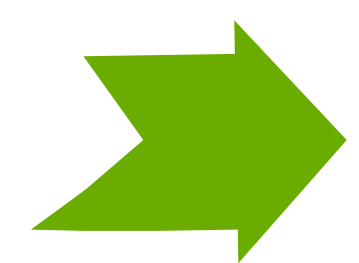
In a marathon, victory is realized at the finish line, but the race is won well in advance through preparation and commitment.

For runners, a strategy is critical when facing the hills and valleys that await them on their journey. The same is true for your church as you anticipate, prepare for, and navigate the weeks and months ahead.

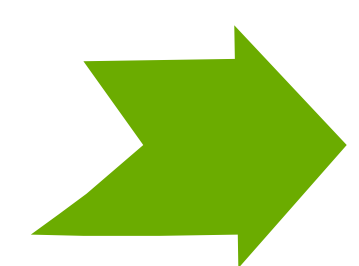
As we continue in our mission to equip the Church with tools and resources that enable them to grow their ministry and accomplish their goals, we are excited to provide you with the resources below. Our hope is that these not only help you engage with your donors in meaningful ways, but result in more of your time spent doing the work you were uniquely called to do.



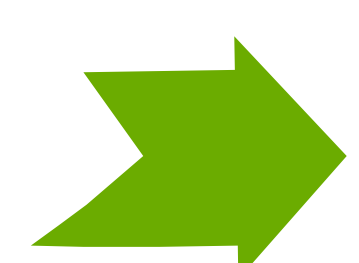
Goals & Budget Worksheet



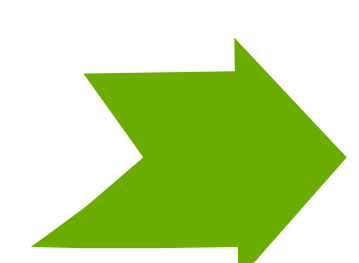
Compelling Vision Framework



25 Names for your year-end giving campaign



Sample Communications: emails, social posts, bulletin announcements, etc



Communications Timeline/Strategy



Thank you messages

