



9 Free Email Templates

TO ENCOURAGE CHURCH
CONGREGATIONS TO GIVE ONLINE

Kindrid



Use Cases

When a new guest at your church provides their information via a bulletin connect card, online contact form, or prayer request, their contact info should be added to your email list. These guests can be first-time visitors or new members who will start attending your church regularly. They might be individuals who have been seeking a home church and have finally decided to get more involved, so they opt-in to receive emails from your church regularly.

Use this Welcome Email template for all new emails that get added to your contact list for the first time. It can inspire connection with the newcomer and encourage them to eventually become a giver at your church.

Best for All Giver Types

While this email doesn't ask for donations, it's a personable way to introduce new attendees to your church's online presence and email outreach methods. By including your website and any links to online giving resources, newcomers have the opportunity to engage further with your church and familiarize themselves with the mobile app you have set up for future giving.

Welcome emails help all giver types—gifted, thoughtful, casual, and reluctant. It also gives a good first impression of your church's online involvement.



Welcome, [NAME]!

Thank you for signing up to stay connected with our church community. We're glad you're here!

Whether it's your first time visiting [CHURCH NAME] or you've been with us for years, you're an important member of our family in Christ. You'll receive weekly newsletters and any important notices we send out to stay updated on what's happening here.

To get even more involved, check out our website or download our online church platform [ONLINE GIVING LINK].

In Christ,

[SIGNATURE: PASTOR OR CHURCH NAME]



Use Cases

Whenever a first-time giver donates to your church, it's helpful to have an email template specifically catered toward expressing your thanks. When people give for the first time, it's often a "test" to see how giving works at your church and how your leaders will respond.

New givers want to know they are giving to a cause that will put their donation to good use. Saying thank you and informing new givers that their gift will help your ministry is the minimum you want to express to encourage second, third, and ongoing donations.

Best for All Giver Types

Every type of giver wants to know their gift was received and appreciated. Gifted givers take pride in their generous donations, so a direct and customized thank you reaches their hearts in ways that inspire. Thoughtful givers feel the thoughtfulness reciprocated when thanks are expressed by leaders. Casual givers are more inclined to give again within their means when they feel included and honored as part of the greater church community. And reluctant givers appreciate that your church maintains communication with them for every moment of giving, even though it may not be an impressive amount.



[NAME],

Thank you!

We've received your donation. We are so grateful for your heart of generosity and your growing faith in our ministry!

For easier ways to give, sign up for online giving:

Online
[LINK]

Text-to-Give
[LINK or PHONE NUMBER]

Mobile App
[LINK]

We can't wait to see you next time!

[SIGNATURE]

The generous soul will be made rich,
And he who waters will also be watered himself.
Proverbs 11:25





Use Cases

Winter holidays generate a sense of abundance, cheer, and inward contemplation for many. Sending Christmas and winter emails to encourage involvement can greatly enhance the giving throughout your church.

Since Christmas is one of the times where churches see the most attendance, promoting the spirit of giving beforehand is helpful. Those who feel called to give, those who already give regularly, and individuals who don't attend your church frequently now have the chance to express generosity on this special occasion.



Dear [NAME],

This Christmas season, we're blessed to share with our community the spirit of celebration. All year long, we've dedicated ourselves to growing together in faith and action. Thank you for playing an important role in our fellowship and God's Kingdom.

At [CHURCH NAME], we believe Christ is the greatest gift to ever have been given to humanity. Throughout the next few weeks, we'll be reflecting on the Christmas gift during our church services. We hope you'll join us to celebrate!

To express your spirit of giving any time, anywhere, we gratefully accept donations online:

Online
[LINK]

Text-to-Give
[LINK or PHONE NUMBER]

Mobile App
[LINK]

Of course, we look forward to seeing you this Christmas in person or online at one of our holiday services. We can't wait to celebrate together.

In comfort and joy,

[SIGNATURE]

Best for All Giver Types

Spiritual holidays evoke the emotions and personal values of churchgoers. Christmas is a time when all types of givers flood the worship center to enjoy church with their friends and family. It's also a time when newcomers experience church for the first time or hear their once-per-year sermon.

Gifted givers are happy to give, as Christmas is a time for exuberant generosity. Thoughtful givers tend to give more during Christmas out of the quiet contemplation of their hearts. Casual givers can sense that this time is the prominent season when everyone is called to give, so they likely offer more than usual. Finally, reluctant givers feel motivated to give their rare gift out of a sense of obligation and right-standing with God.



Use Cases

When summer is approaching, it's a great time for your leadership and staff to share upcoming events, special fundraisers, announcements, and Bible retreats for your congregation.

When your church knows what events will be happening, they'll make it a priority to attend. At these events, donations are widely given while the fun and vibrant atmosphere encourages stronger fellowship for all.

Summer is also a time when church attendance drops. Families change their weekly routines, kids go to summer camp, and people go on vacation. While physical attendance isn't as plentiful during summer, it's still possible to encourage presence and giving from online platforms, which you can include in the email.

Best for Casual and Reluctant Givers

Casual givers tend to give to specific opportunities, which seasonal emails encourage—especially when these opportunities are fun and exciting. Reluctant givers tend to want an incentive that benefits them in order to find value in giving. Events and activities give value in exchange for funds.

Summer is a time of sunshine and socializing. Providing casual and reluctant givers the chance to celebrate and donate to something like a group fundraiser encourages generosity seasonally. This way, they don't feel "forced" to give, but rather, grateful.



Hey, [NAME]!

Summer is coming and we are all ready for a season of fun! At [CHURCH NAME], we're gearing up for some of our summer events and fundraisers. Here are this year's special activities so far. Save the date!

[LIST OF SUMMER EVENTS, RETREATS, FUNDRAISERS, BIBLE STUDIES, ETC.]

Optional

Going on vacation? We'll miss you!

Stay in touch and don't miss your favorite sermons while you're away. With our mobile app, you can access live worship, replay past services, and connect with your church family online.

If you want to continue to give while on vacation or spending more time with family, set up recurring giving. It's the easiest way to make sure your tithes and offerings are securely received by your church. Get the app here [LINK] or give online [LINK]!

Stay safe and we hope to see you at our upcoming events!

In Christ,

[SIGNATURE]



Use Cases

Automatic payments from recurring donations are a huge blessing to your church. Always send receipts and thank you emails for these donations, as they're essential funds that keep your church operating.

Email receipts for recurring gifts help notify the giver every time their donation goes through. This reminds the giver that your church appreciates each donation they give, even when they automate them. Here's an example of a recurring gift receipt email.

Best for Thoughtful Givers

For the thoughtful giver, recurring donation emails give attention to their ongoing contributions. Because they likely set up recurring gifts based on 1) their desire to give, 2) their heart to give back to the church, and 3) their current income, recurring gift receipts offer them regular reminders that their giving duty is being fulfilled. This type of email also lets all givers know when their recurring donation settings are about to expire or need to be renewed, so they may update their gift amounts over time.



[NAME],

Thank you for your continued support of the [CHURCH NAME] ministry! We appreciate your valuable role in advancing the Kingdom of God at our church.

Your recent scheduled gift has been processed successfully. Here is the receipt for your recurring donation:

[RECEIPT + RECURRING GIFT DETAILS]

[LINK FOR GIVING ACCOUNT LOG IN]

With eternal gratitude,

[SIGNATURE]





Use Cases

Does your church have an annual donation newsletter? This is a great way to share how the generosity of your church is directly impacting the community.

In your donation recap, you can share how much money your church raised for specific causes. When givers see accumulated donation amounts, they feel inspired and impressed by the power of their giving. This incentivizes people to continue to give.

But you don't have to include overall donation fund amounts in your newsletter. If you want to keep financial details private, you can share with your congregation what specific actions, charities, or church ministries were positively impacted by givers (and how). Here's an example.



Dear [NAME],

This year, your generous donations helped [CHURCH NAME] serve with a great impact. You grew our children's ministry. You helped send missionaries to countries in need. You allowed our pastors to start new and more inclusive meetings for those in spiritual recovery.

Above all, your gifts to our ministry helped the church reach more people locally.

[LIST LOCAL CHARITY GIVING & ORGANIZATIONS]

As you enjoy all the memories that have come from this year, remember that we at [CHURCH NAME] couldn't have served without you. You're an appreciated and necessary part of the body of Christ here, and we honor you for showing up.

So thank you for all of your support, love, and generous donations throughout [YEAR]. We hope the new year brings you many blessings as you continue to seek the heart of God.

We look forward to many more years with you as part of our community and faithful giving team.

Sincerely,

[SIGNATURE]

Best for All Giver Types

Every person who donated to your church should receive the end-of-year donation letter. Whether they gave a small, one-time donation or established themselves as one of your most generous givers, including all givers in your annual recap email encourages giving in more ways than one.

Reluctant givers may have forgotten about irregular or one-time donations, so this email reminds them of the brief but impactful gift they made. It may encourage them to give more next year upon reading about the good your church is doing. Plus, they will be grateful your church put in the effort to acknowledge giving and selflessly share the progress givers made possible.

Casual givers read this email with observation and interest in how they can give more in the future. They may even notice which causes they care most deeply about, and aim to donate to specific fundraisers that are most meaningful.

Thoughtful givers appreciate the recap as a way of viewing their intentional donations that reaped meaningful results. The ministries they value create more opportunities for them to give again when they can track and discuss specific changes.

Gifted givers look forward to an annual donation recap email because they are directly involved in more of your church's impact than most. Significant improvements to the church are made possible thanks to gifted givers. Allowing them to see public appreciation for the projects and ministries they helped grow encourages their humble sharing of abundance evermore.



Use Cases

Sometimes, your church might need specific funds for repairs or physical necessities. When this is the case, using your email newsletter is a smart way to let your congregation know about upcoming needs.

Best for Gifted, Thoughtful, and Casual Givers

Gifted givers invest in major improvements like building renovations when they see the potential it will bring to their church. Thoughtful givers heed to call to collective changes that will reap outstanding improvements they can see. Casual givers respond best to cause- and situation-specific charities. This type of email will help the majority of the donors at your church get involved and help fund the vision of your next project.



Dear [NAME],

As our church grows, so does the building we meet in. This year, we will be improving our worship center and focusing on making it as accessible and welcoming as possible.

You might've heard about our fundraiser for important repairs and renovations. Thanks to the generosity of our church members just like you, we've already raised [DOLLAR AMOUNT] for these improvements!

There is still progress to be made, and we'd love for anyone who wants to be involved to join us in these efforts.

To donate, give conveniently online:

Online
[LINK]

Text-to-Give
[LINK or PHONE NUMBER]

Mobile App
[LINK]

We appreciate every gift toward growing our community! We can't wait to see you soon in our upgraded worship center all will enjoy for years to come.

For His Kingdom,

[SIGNATURE]



Use Cases

Many churches put a great deal of effort into funding missions trips and sending missionaries out into the world. If your church community believes in missions, much generosity can be received from email fundraisers.

Best for Thoughtful and Casual Givers

Many people love to give to missions trips, but ongoing email outreach is likely to move thoughtful and casual givers the most. Thoughtful givers feel compelled to give to missions because it helps people put their faith in action in a meaningful, resourceful way: by helping evangelize to those in need. Casual givers respond to mission trips when there's a specific goal, such as building wells for those without water or saving single moms from poverty. Missions trips emails encourage giving for your upcoming ministry and fund the trip to reach more people.



Hey, [NAME]!

At [CHURCH NAME], our missionaries follow the call God placed on their lives to serve those who cannot find hope. They selflessly work hard to spread the Gospel to those in need. We are grateful so many of you are active in helping not only our local outreach, but those who travel far away to share the Good News throughout the world.

All of our missions trips happen thanks to our amazing community at [CHURCH NAME]. You're an invaluable part of this community!

We're now taking donations to help send our missionary team this year to [LOCATIONS]. If you believe in the ministry of global outreach and wish to contribute, every dollar goes toward supporting this vision.

Donate to our missions using one of our online giving methods!

Online
[LINK]

Text-to-Give
[LINK or PHONE NUMBER]

Mobile App
[LINK]

Thank you for being such an amazing part of our church, and for helping us expand the Kingdom of God both near and far.

In Faith,

[SIGNATURE]





Use Cases

Whenever there's a tragedy in your church community, unexpected emails that encourage donations can help lighten the burden. Customize this email when your community needs help— whether it be a natural disaster, financial crisis, or death of a beloved church elder.

Best for All Giver Types

When there's an immediate need in the community, all types of givers can be moved to lend a hand. Compassion is a driving force in giving, so sending an email to request impromptu donations for a specific community assistance project can greatly help. You don't want to send too many of these, but they can be a life-saver when necessary.



Dear [NAME],

We are sending this email to inform the church that [SITUATION]. While we are all supporting each other the best we can at this time, we ask that if you can give it would be greatly beneficial. We are working directly with [PERSON OR ORGANIZATION] to relieve this burden in our community.

To make a donation, consider giving online now:

Online
[LINK]

Text-to-Give
[LINK or PHONE NUMBER]

Mobile App
[LINK]

We'll update everyone and send more information soon. Thank you for being part of our community in this time of need.

Sincerely,

[SIGNATURE]

Kindrid