



# YEAR-END GIVING

SAMPLE EMAILS

The difference between a year-end giving effort that funds ministry endeavors and one that does not is effective communication.

In order to get people excited about the year-end offering and motivated to participate, you need to consistently communicate with them this season!

Send thank you emails to your church's online givers during the last three months of the year. Don't have time to create these emails from scratch? We've got you covered!

In this **BONUS** resource, our Stewardship Director, Lauren France, provides you with two sample thank-you email templates for November and December. Simply personalize the text and send these out to your church's online givers each month.

## SAMPLE 1 | NOVEMBER EMAIL



*Consistently communicate with your givers.*

Dear (First Name),

Thank you for giving to the ministries at (church name). Because you give, we are able to (insert church's mission statement here).

**God tells us to give thanks in everything (1 Thessalonians 5:18).** In this season, we thank God for the lives that are being changed through Jesus. We also thank God for His provision through His faithful people, including you! Read below to learn incredible ways God is working in and through (church name).

(Insert 1-2 examples of God at work in this section.)

- This could be statistics from a recent ministry event or outreach opportunity. Or, share a story about someone blessed to receive here.
- Also include 1-2 photos.

One of the ways that we grow in our faith is through giving. Would you join me and pray about participating in the year-end offering? Together as a church family, we seek to (insert the financial need and what it is being allocated towards).

As we approach year-end, I'm reminded of two things. First, God looks at the heart of the giver, not the amount. Whatever He leads you to give, it is significant. We learn this in Luke 21:1-4 when the widow brings two small coins, all that she has. Jesus says what she gave was more than anything He witnessed on that day. Secondly, God is able to miraculously multiply our gifts for His glory! So together, let's lean in.

Thank you for faithfully giving. If you have any questions or need prayer, please do not hesitate to reach out. (Insert pastor's photo to the right of this section and the email signature)

Excited for our legacy,  
(Senior Pastor's Name)

(Email address like [giving@hopechurch.com](mailto:giving@hopechurch.com) or [finances@hopechurch.com](mailto:finances@hopechurch.com))

Insert  
Pastor's  
Photo



## SAMPLE 2 | DECEMBER EMAIL

Dear (First Name),

Thank you for giving to the ministries at (church name). Because you give, we are able to (insert church's mission statement here). God is transforming people's hearts and lives through the ministries here at (church name). We're excited to share how your giving is making a difference.

(Insert 1-2 examples of God at work in this section.)

- This could be statistics from a recent ministry event or outreach opportunity. Or, share a story about someone blessed to receive here.
- Also include 1-2 photos.

I've been thinking about the birth of our Savior, King Jesus. The Bible tells us when the wise men stopped at the place where He was born, they were overjoyed and bowed down to worship Jesus. Immediately, they presented Him with gifts of gold, frankincense and myrrh - highly valued resources of the time. This year-end offering, let's remember that we worship Jesus through our giving. As we bring a precious gift of value, let us be reminded that we are giving a gift to the King, not just to (church name).

Thank you again for faithfully giving. If you have any questions or need prayer, please do not hesitate to reach out. (Insert pastor's photo to the right of this section the email signature)

Excited for our legacy,  
(Senior Pastor's Name)  
(Email address like [giving@hopechurch.com](mailto:giving@hopechurch.com) or [finances@hopechurch.com](mailto:finances@hopechurch.com))

Insert  
Pastor's  
Photo



Increase giving while saving money.  
Visit [securegive.com](https://securegive.com) to learn more.