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| Request for Summer Giving via Email |
| The best time to make a financial appeal to your church is during the weekly service, but in the busy summer months your members aren’t making it every Sunday. To avoid the summer giving slump, send an email to your members reminding them to sign up for recurring giving.  Here’s a sample email you can customize for your church and send out to all your members through your church management system.  **Subject Line:** Option A) Can We Count on Your Support This Summer?  Option B) Thank You for Your Generosity!  **Preview Text:** An important message from [your church name].  Hello [Name],  This is [Name and Title] from [Church Name]. I’m reaching out ahead of the busy summer season to thank you for supporting our mission! Many of our members make generous contributions throughout the year, and we appreciate your gifts.  We know many of our members travel over the summer or have other commitments. If you think you might miss weekly services over the next few months, consider signing up for recurring eGiving. It takes just a few minutes to set up, and your continuous gifts throughout the year helps sustain our mission, activities and programs.  We hope we can continue to count on your support this summer. Because of you, we’re able to fund the important work we do in our community.  Looking to donate online or set up recurring giving?  Click here [link to giving page] to contribute. (Or, you can use your smartphone and give by text to [XXX.XXX.XXXX] or through the Vanco mobile app.)  Thank you for your generosity!  Sincerely,  [Pastor’s or clergy’s name] |