

SOCIAL DISTANCING
AND BEYOND...
A RECURRING GIVING
DEVELOPMENT PLAN



A RECURRING GIVING DEVELOPMENT PLAN

When: In advance of the campaign to increase recurring giving during a season of social distancing and beyond.	
Who:	To Do:
	<input type="checkbox"/> Determine if this is going to be a Pastor/Staff action or if a Lay Chairperson is going to be the online and virtual face of the campaign.
	<input type="checkbox"/> If you do not already use ACH/Bank Drafts, contact your bank. In this season when many bank lobbies are being closed, you may need to phone the bank or contact them online to determine the best way to communicate regarding the documents (or e-documents) needed to establish the recurring contributions. <ul style="list-style-type: none"> ○ Show (or email) them your Bank Draft Authorization Card (example on page 15) and ask them if they require any additional information. A copy of a voided check should not be one of the requirements. ○ Confirm/negotiate the terms/cost of these transactions. Often banks do not charge a fee for these transactions, or the fee is offset in the account analysis due to the balance the church keeps, like the cost per deposit or the checks you write. ○ Ask your bank <u>how</u> and <u>when</u> they will provide reports reflecting these transactions so that you may track contributions for your donors.
	<input type="checkbox"/> Review Tips for Optimizing the Church’s Website for Recurring Electronic Giving (pages 13-14). At a minimum, ensure that people can sign up for ACH/Bank Draft using the website of your church. In small churches, this can be as simple as placing a version of the ACH/Bank Draft Authorization Form on the website that can be printed and mailed to the church.
	<input type="checkbox"/> Develop a FAQ sheet on Recurring Electronic Giving. <ul style="list-style-type: none"> ○ An example is provided (pages 5-7). ○ Be sure and note your preferred method of giving.
	<input type="checkbox"/> Ask Pastor(s), Generosity Team, Finance Team, and Church Leadership Teams to be the first to sign up, if not already giving electronically. Let them know that announcing their participation is critical to inspiring others to participate. Time is of the essence, so send a compelling email to each and follow up with a phone call.

	<p><input type="checkbox"/> Have your Pastor/Chairperson or other respected leader shoot a short video to be sent to all members and regular attenders of the church.</p> <ul style="list-style-type: none"> ○ The purpose of the video is to make a compelling case for signing up for recurring giving and announcing a mailing to all households. ○ If sent by the Pastor, include in the video a very brief testimony from a respected layperson who has discovered the joy of generosity through recurring giving, especially as the church seeks to impact the community and world during this unprecedented season. ○ Here is a link with great ideas on how to shoot and share a short video with a smartphone: https://www.youtube.com/watch?v=am7kaAerVCQ
	<p><input type="checkbox"/> Send the Recurring Electronic Giving Video to all households currently not using recurring giving.</p>
	<p><input type="checkbox"/> Send the Recurring Electronic Giving Letter to all households currently not using recurring giving (example on pages 18-19). Included in the letter are:</p> <ul style="list-style-type: none"> ○ Cover letter from the Pastor or Chairperson ○ Recurring Electronic Giving FAQ Brochure ○ ACH/Bank Draft Sign-Up Form (where applicable) ○ Stamped Return Envelope (if using ACH/Bank Draft Sign-Up Form)
	<p><input type="checkbox"/> Create your seatback card (example on page 16), and a strategy for how the seatback card will be utilized as a visual during these months of online worship. <i>The purpose of the early creation of the seatback card is to overcome objections to recurring giving from people who want to participate in the act of worship through giving during the service.</i> This group may temporarily use electronic giving but will return to placing their offering in the plate when in-person worship resumes. By introducing the card regularly during online worship, these faithful givers will understand you are not removing their ability to participate in worshipful giving, but rather allowing them to do so while still experiencing the convenience of recurring giving.</p> <p>As an alternative to laminated cards, some churches encourage placing a dollar or other small bill, an empty offering envelope, or other items in the offering plate (see the wooden token example in the Recurring Giving Development During Social Distancing and</p>

Beyond folder). Whatever you determine to use as a symbol of the actual gift, you will need to explain it in the same manner as the seatback card.

- Begin Offering Talks.** Along with recurring giving, *offering talks are a critical, foundational activity that all churches need to employ in times of social distancing and beyond.* The use of effective offering talks is highly correlated to churches whose members give above average amounts of their household income to God through their local church. Conversely, they are largely absent in churches with poor individual giving. **Horizons believes that well-crafted offering talks are a critical best practice to developing a culture of generosity and should be implemented as part of your Recurring Giving Development Plan.** A good offering talk includes:

- A specific story of impact that directly connects the church's life-changing ministry with the listener's giving patterns. Stories about a single person are usually the most effective. Focus on the story of a single life changed and avoid trying to share a story about the entire youth group or a group of persons impacted.
- In lieu of an impact story, offering talks can be a great time to share a short biblical truth about generosity and its application to your listeners. The teaching needs to be on generosity but does not need to be limited to financial generosity.
- They should explain to the listeners exactly what is about to happen in the offering moment. For example, point out ways to give displayed on your screens or other locations, such as downloadable bulletin, hold up the seatback card and encourage everyone to use it, what actions you want your listeners to take, and/or a short teaching on the subject of biblical generosity, and how gifts will be collected.
- For more information on offering talks, download Horizons Guide to Offering Talks at Giving365.com.**

- Passing Full Offering Plates Begins with the Pastor.** For years, most churches have unwittingly undermined their generosity strategies by passing offering plates where few persons actually place anything in them. An empty offering plate teaches new givers, and reassures non-givers and nominal givers, that the spiritual discipline of giving is a low priority for their church. Every other message we attempt to communicate is undercut by an empty plate. People are impacted by what we do, far more than what we say.

To change this culture of the church, the very first person to place a recurring giving seatback card in the offering plate each week should be the Pastor. This practice is also important in an online

setting. The worship team must create a time in worship for the offering, which includes:

- An offering talk.
- An explanation of electronic giving options.
- An encouragement of the use of recurring giving and an explanation of the seatback card.
- A clear request for viewers to respond at home, in that moment, by making their offering online and ideally clicking the button, “Make this a recurring gift.” Those who are sending checks can write out their check and place them in envelopes during the worship time. If using a streaming platform like FaceBook Live, ask your viewing congregation to send positive emojis as a symbol of their participation in worship. A beautiful stream of hearts, happy faces, and thumbs up are inspiring to everyone!
- A clear visual of the pastor placing the recurring giving card in the plate. If there are others on the platform with the pastor, they too must be seen placing their cards in the plate. If possible, display online giving instructions on the screen during the offering moment.

When persons return, it will take weekly reminders of the use of the seatback cards to make it an accepted part of the worship service. We have spent years passing offering plates without putting anything in them, and it will take long periods of repetition to return to the practice of passing full offering plates.

- Practical ideas of passing plates, pew pads and holding hymnals is discouraged after we return to in-person worship.** We believe that churches should plan as if this scenario will be in place when in-person worship is allowed again. We are committed to helping promote great ideas through our Resilient Leadership Series and Giving365.com. The best ideas are going to come from churches like yours. When you think of a great idea, please be generous and share it with me, so I can share it with the almost 60,000 pastor and church leaders who receive content from Horizons. You can send your ideas directly to me at jpark@horizons.net. Thank you in advance!

RECURRING GIVING FREQUENTLY ASKED QUESTIONS BROCHURE

OTHER SAMPLES CAN BE FOUND UNDER THE RECURRING GIVING RESOURCES IN SOCIAL DISTANCING AND BEYOND IN GIVING365.COM

What is Recurring Giving?

- ✓ Donor chooses an amount and payment frequency for gifts that are automatically sent to your church.
- ✓ Monthly is the most common frequency, but weekly, twice a month, and quarterly are also options.
- ✓ If a gift does not automatically come to the church without any repetitive action from the donor, then it is not recurring.

What is a Bank Draft/ACH?

A bank draft, commonly called an “auto draft,” is an authorization used to allow your bank to send an electronic donation from your checking account to the church. The cost of a draft to the church is very low compared to other forms of electronic giving. Keep in mind that banks also charge churches and businesses a small fee to deposit a check you have written the church.

Why sign up for Recurring Giving?

Convenience, confidence, and consistency:

- ✓ It’s faithful assurance that you’re investing year-round in life-changing ministry that happens all year long even when you are not able to be present.
- ✓ No more forgetting your offering.
- ✓ No more worrying if you have fallen behind in your giving due to missed Sundays.

It helps your church:

- ✓ Supports the unprecedented opportunities for ministry during unprecedented times of social distancing. Ongoing ministry receives ongoing, dependable funding.
- ✓ Regular and recurring giving helps your church plan its ministries better.
- ✓ Studies show that donors who use recurring giving are more active and give more to the church. Persons who regularly invest financially in the ministries of the church are also much more likely to invest in worship, discipleship, and service. If you are already highly invested, your example will help others to choose to follow your example.
- ✓ Choosing ACH/Bank Draft or choosing to pay the 3% (*insert your actual percentage*) credit card fee allows the church to put more of your gift toward ministry.

When will the money come out of my account?

In most cases, the money comes out on the first day of the month. If the first is a weekend, the money comes out of the bank the first working day after the weekend. Your church may also allow you to choose the option of the 1st and/or the 15th of each month. Review your church’s bank draft authorization options.

Are there other forms of electronic giving I can use besides a bank draft?

Yes, our church offers text to give, online one time giving and accepts checks sent by your bank using your bank's bill payment system. Our preferred method is ACH/Bank Draft because it offers the best combination of convenience, reliability, and lowest cost to the church.

How will I participate in the act of worship in giving during the offering time?

The church is placing giving cards in the seatbacks so people whose gift has already been given to the church through recurring, electronic giving or by other means can place them in the offering as a symbol of their gift. In a time of social distancing and online worship, churches may also provide other creative means for online givers to offer an expression of their practice as an act of worship, such as entering in the comments string "we used text to give," "we sent a check," or "we gave online."

How do I get started?

You begin by completing a Bank Draft Authorization Card and return it by mail, or by simply taking a photo of it with your phone and emailing/texting that to _____ (financial secretary). *Instructions will vary by church depending on how persons sign up for your recurring giving options. In many churches, this will need to be done online by the donor. Offering a short how-to video when people hit your donate button can increase adoption.*

Can I change my bank draft at any time?

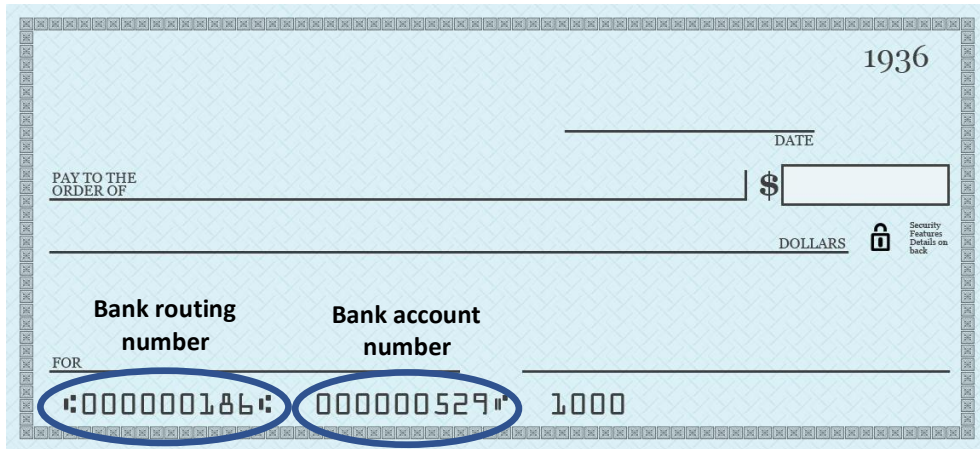
Yes, you can change the date, amount, bank, account number, or stop the ACH/Bank Draft with a 7-day notice to your church financial secretary. *Or you can go online at any time and make adjustments.*

Do I have to enclose a voided check?

You do not have to enclose a voided check, although doing so will allow your church financial secretary to doublecheck the information on your authorization form. If you choose to send a voided check, it will be shredded as soon as the information is verified.

Where do I get my bank routing number and account number?

This information is found on your check. The illustration below shows you how to find them.



RECURRING GIVING DEVELOPMENT PLAN

FIVE-WEEK EMPHASIS

When: Week One	
Who:	To Do:
Pastor/Chairperson	<ul style="list-style-type: none"> <input type="checkbox"/> Introduce in the worship service (in-person or online) the recurring giving participation campaign purpose and goal. A goal of recurring giving of 50% participation of households that give more than \$200 per year is an achievable goal for most churches who can demonstrate that staff, the finance committee and the church leadership bodies have 100% or at least high levels of participation. <input type="checkbox"/> Share the number of persons that are already using recurring giving and other electronic giving prior to this effort, and the percent of ministry/operating income received through recurring giving. <input type="checkbox"/> Share the number of persons (Pastor, Finance Team, Church Council and Sunday school/small group leaders) that have recently signed up and the percent of ministry/operating giving that represents. <input type="checkbox"/> Introduce the new seatback electronic giving card and its spiritual function in worship. For livestreamed/virtual worship experiences, the church may provide a creative means for those who give recurrently to anonymously acknowledge their online giving during these livestream services. Explain that when in-person worship returns, cards like these will be waiting for us in the seat/pew backs and can be placed in the offering plate by recurring givers as an act of worship. <input type="checkbox"/> Announce there will be a mailing/emailing to each home with additional information and the forms needed to set-up recurring giving.
A Church Family Using Recurring Giving/Video Team	<ul style="list-style-type: none"> <input type="checkbox"/> Share a testimony <u>focusing on the convenience</u> and other benefits to the donor of recurring giving and their support for the process. This can be a video testimonial (preferred), or the family can be live with the worship team. <input type="checkbox"/> Be sure and attach this testimony to other church communication channels like the newsletter, Facebook page, etc.
Pastor/Chairperson	<ul style="list-style-type: none"> <input type="checkbox"/> Follow up with Staff, Generosity Team, Finance Team, and Church Leadership Team who have not yet signed up.

Pastor/Chairperson	<input type="checkbox"/> Send a letter or email of thanks to all that are presently participating in recurring electronic giving. Encourage them to inspire others to participate.
Pastor/Chairperson	<input type="checkbox"/> Send handwritten thank-you notes (on paper or electronically) to those who sign up. Other forms of thank-you notes can be substituted, but nothing beats a handwritten note.

When: Week Two	
Who:	To Do:
Pastor/Chairperson	<input type="checkbox"/> Send an encouraging email reminder to those who have not returned a signed card (example on page 20). <input type="checkbox"/> Follow up with Generosity Team, Finance Team, and Church Leaders who have yet to sign up.
Pastor/Chairperson	<input type="checkbox"/> Reintroduce recurring giving participation campaign and reinforce the benefits of using bank draft/recurring electronic giving. Remember, there will be many present this week who were not present last week. <ul style="list-style-type: none"> ○ Remind the congregation of the number of Finance Team and Church Council/Board households that already signed up. ○ Announce participation increases since campaign began. ○ Encourage persons to go online or return the ACH/Bank Draft Sign-Up Cards. ○ Explain the use of the electronic giving seatback card. Plan to have the Pastor(s) place them in the offering plate first each week when in-person worship returns.
Church Family/Video Team	<input type="checkbox"/> Share another testimony (video preferred) about bank draft/electronic giving <u>focusing on the act of worship</u> related to placing a representation of their gift in the offering. <input type="checkbox"/> Be sure and attach this testimony to other church communication channels like the newsletter, Facebook page, etc.
Pastor/Chairperson	<input type="checkbox"/> Send handwritten thank-you notes (on paper or electronically) to those who sign up. Other forms of thank-you notes can be substituted, but nothing beats a handwritten note.

When: Week Three	
Who:	To Do:
Pastor/Chairperson	<input type="checkbox"/> Send an encouraging email to those who have not yet signed up.
Pastor	<input type="checkbox"/> Reintroduce recurring giving participation campaign. <ul style="list-style-type: none"> <input type="radio"/> Reinforce that they use recurring giving. <input type="radio"/> Reinforce the spiritual importance of participating in the worship of giving and remind persons about the seatback cards. <input type="radio"/> Announce participation increases since last week. <input type="radio"/> Encourage persons to go online or return their ACH/Bank Draft Sign-Up Card (example on page 15).
Pastor/Chairperson	<input type="checkbox"/> Send handwritten thank-you notes (on paper or electronically) to those who sign up. Other forms of thank-you notes can be substituted, but nothing beats a handwritten note.

When: Week Four	
Who:	To Do:
Pastor	<input type="checkbox"/> Announce participation increases since last week. <ul style="list-style-type: none"> <input type="radio"/> Encourage persons to place completed ACH/Bank Draft Sign-Up Cards in the offering plate. <input type="radio"/> Explain the use of the electronic giving seatback card and emphasize the spiritual importance of participating in the worship of giving.
Pastor/Chairperson	<input type="checkbox"/> Mail or email an encouraging letter with recaps of the previous week's testimonies to all households that have yet to sign up (example on page 20).
Pastor/Chairperson	<input type="checkbox"/> Send handwritten thank-you notes (on paper or electronically) to those who sign up. Other forms of thank-you notes can be substituted, but nothing beats a handwritten note.

When: Week Five	
Who:	To Do:
Pastor/Chairperson	<input type="checkbox"/> Announce participation increases since campaign began. <ul style="list-style-type: none"> <input type="radio"/> During this season of online/livestreaming worship, invite people to submit their ACH/Bank Draft Sign-up Cards by email by the Friday before your Week Five worship. Simply taking a clear picture of the card and emailing to _____ is a quick and easy way to get started. Post this information visually on the screen or live streaming as your technology allows. <input type="radio"/> Encourage persons to place completed ACH/Bank Draft Sign-Up Cards in the offering plate. <input type="radio"/> Lead the congregation in a moment of celebration.
Pastor/Chairperson	<input type="checkbox"/> Send handwritten thank-you notes (on paper or electronically) to those who sign up. Other forms of thank-you notes can be substituted, but nothing beats a handwritten note.

When: In-Person Worship Returns	
Who:	To Do:
	<input type="checkbox"/> Place Electronic Giving Cards and ACH/Bank Draft Authorization Cards or ACH/Bank Draft Interest Cards in seatbacks. (pages 15-17).
Pastor/Chairperson	<input type="checkbox"/> Explain the use of electronic giving seatback cards and emphasize the spiritual importance of members and regular attenders participating in the worship of giving.
Pastor/Chairperson	<input type="checkbox"/> Send handwritten thank-you notes (on paper or electronically) to those who sign up. Other forms of thank-you notes can be substituted, but nothing beats a handwritten note.

When: Monthly	
Who:	To Do:
	<input type="checkbox"/> Report electronic giving metrics as part of finance reports, including the number of bank draft and electronic giving users and the percentage of revenue received electronically. Be sure and give comparative numbers YTD and Year-Over-Year.

When: Annually	
Who:	To Do:
	<input type="checkbox"/> Include ACH/Bank Draft Authorization Cards on the back side of the annual ministry budget commitment card.
Pastor/Chairperson	<input type="checkbox"/> Conduct an annual bank draft sign-up campaign, thanking those who are presently participating and targeting those who have not.

OPTIMIZING THE CHURCH'S WEBSITE AND GIVING LANDING PAGE FOR RECURRING ELECTRONIC GIVING

- **Optimize website for mobile use.** This simply means to make sure your website can be viewed properly on mobile devices such as smartphones and tablets. If it does not appear that it does, contact your website host to discuss the needed updates.
- **“Giving” button should be prominently placed on your website.**
 - Positioned top right of church’s website Homepage
 - Complementary but different color than other buttons
- **Donation page should have similar brand (logo, color, design) features as your website.** Some studies have found that giving through a branded page generates up to 40% higher donations than a non-branded.
- **Minimize required steps to make one-time gifts and set up recurring giving.** There is nothing more frustrating than having to enter the same information more than one time when making a gift or setting up recurring giving. Yet, we see it all the time on church online giving platforms. Walk through your settings to ensure you have made using your website as easy as possible.
- **Customize automated gift confirmation email.** Most systems send an automated confirmation email for one-time gifts and for setting up recurring giving. Be sure to customize this response so it feels like something sent from the church. Thank the donor for supporting the life-changing ministries of the church as opposed to a cold response like “Thank you for your gift of \$50.”
- **Provide pre-determined giving options.** For example, quick check amount boxes could be \$25, \$50, \$75, \$100, \$250, \$500. Do not set the minimum amount below \$25. Some studies suggest that having pre-checked boxes substantially increases the amount the donor chooses.
- **Ensure default settings make recurring giving easy.**
 - **Default to pre-check “Make this gift recurring?”** Doing so should not automatically make the gift recurring, but rather prompt the donor to choose the amount and frequency of their recurring gift and confirm they want to set up a recurring gift. Most providers will have preset options from which you may choose.
 - **Default to a monthly gift frequency.** Monthly recurring gifts are by far the most popular. Donors can adjust the frequency, but most merchant processors charge a per transaction fee. Defaulting to a monthly recurring gift speeds the sign-up process for most donors and minimizes your transaction charges.
 - **Default to ACH/Bank Draft as the preferred method of giving.** Donors can change the options, but ACH/Bank Draft fees are normally much lower than the use of credit cards. If you have the option, place “Preferred Method” beside the ACH/Bank Draft Option.
 - **Default to pre-check the option to pay the bank service fee on credit card donations.** As with pre-checking the recurring giving option, before adding the service fee to the donation, the donor should have the option to confirm this was their intent.

- **Do not offer the option for the donor to pay the ACH/Bank Draft fee.** Research suggests that donors who use recurring giving give materially more than those who are not recurring. A 1% fee for ACH/Bank Draft should be more than offset by higher levels of overall giving, so the best strategy is to choose a preferred method of recurring giving. In most cases, ACH/Bank Draft fees are much lower than credit cards, so you want to encourage the use of ACH/Bank Draft whenever you can. Asking a donor to pay the 1% fee for ACH/Bank Draft can discourage its use, when your best strategy is to grow your preferred method of recurring giving, even if there is a small cost.
- **Include a name and number for immediate assistance.** Include the name and number of a person(s) or department that can be contacted if a donor is having trouble or has a question.
- **Include a how-to video.** Consider including a short video of a member of the church or staff walking persons through how to make a gift and set up recurring giving. The video should also emphasize the benefits to the donor of using recurring giving (i.e. ease and convenience, developing the spiritual discipline of giving, the donor's gift can be at church even when they are not, etc.).
- **Make every effort to automate the process.** At a minimum, small churches that have a website should be able to place an ACH/Bank Draft sign-up form online that can be printed, completed, and mailed to the church. If you don't have the option to complete an online form, speak to your web designer and ask about adding it. A simple solution for most churches is a form that can be downloaded, filled in on a computer or smartphone and then emailed to the financial secretary or other responsible party at the church.
- **Test and test again.** Have multiple people test online giving and set up recurring giving on computers, tablets, and smartphones. Be sure to also test various web browsers to ensure you are getting a consistent look and response.

SAMPLE BANK DRAFT AUTHORIZATION CARD

I (we) hereby authorize _____ hereinafter called CHURCH, to initiate debit entries to my (our) account indicated below and the financial institution named below, hereinafter called FINANCIAL INSTITUTION, to credit the same to such account. I (we) acknowledge that the origination of ACH transactions to my (our) account must comply with the provisions of U.S. law.

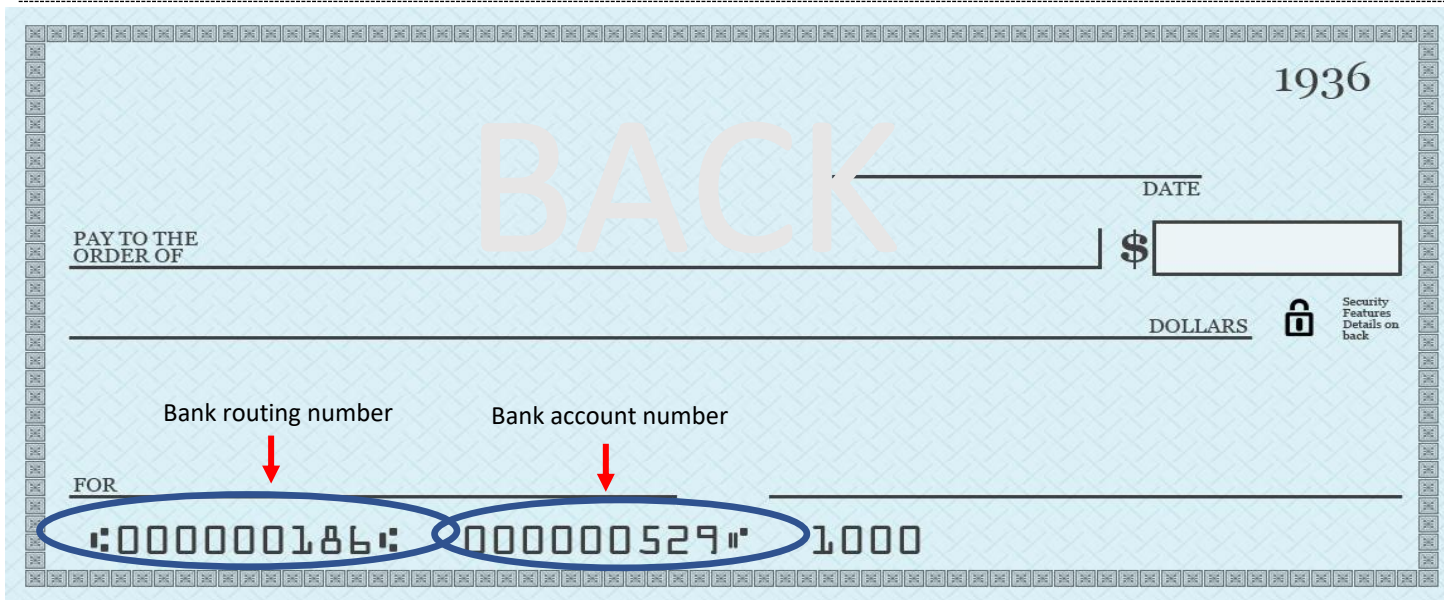
Account Information

(Financial Institution Name)	(Branch)	
(Address)	(City/State)	(Zip)
Type of Acct: <input type="checkbox"/> Checking <input type="checkbox"/> Savings	(Routing Number – 9 digits)	(Account Number)
\$ _____ (Amount)	<div style="display: flex; justify-content: space-around;"> 1st 15th Both </div> Withdrawal Date(s) Circle One	

This authority is to remain in full force and effect until INDIVIDUAL notifies CHURCH of termination of debit entry.

(Print Individual Name)	(Signature)	(Date)
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If you would like us to check the accuracy of your entries, please include a voided check.



*Card to fit in a #9 return envelope.

SAMPLE SEATBACK CARD

Other examples are available on Giving365.com under recurring giving

I GIVE MY GIFT
ONLINE

GO GREEN and GIVE GREEN

**E-Giving
Is EASY
as 1-2-3**

1. Scan the QR code below with your smartphone.
2. Login or set up your account (first time only).
3. Make your gift.



SAMPLE BANK DRAFT INTEREST CARD

IN LIEU OF THIS CARD, A BRIEF ONLINE SURVEY CAN ALSO INVITE PEOPLE TO INDICATE INTEREST IN ONLINE GIVING

Electronic Giving at Your Church

- I would like to give electronically,
please send me more information.
- I already give electronically.



Your Name: _____

Phone: _____

Email: _____

SAMPLE INTRODUCE RECURRING GIVING LETTER/EMAIL

CUSTOMIZE TO YOUR CONTEXT AND SOCIAL DISTANCING REQUIREMENTS

Dear Susan and Fred,

Options for paragraph one

I can't believe we are just a few weeks away from the start of Vacation Bible School. This ministry has had an incredible impact not only on the families at (our church), but also the families of (our city). Just last year, we had 33 children participate and another 15 adult and youth volunteers. Eleven of these children did not previously have a church home, and four of them have now joined the church with their families. We already have more kids pre-registered this year, and we are anticipating our best VBS ever!

(Alternative social distancing in mind) It's hard to believe that, only a few weeks ago, our church facility was open and we enjoyed the weekly and through-the-week fellowship of our worship and community life together. Today, although the doors to our facilities are closed, the church is wide open! Worship within our facilities and other gatherings may not be taking place in person, but the work of God through our livestream worship and online connections has not and will never be canceled. In these unprecedented times, the impact of the church has increased even though the gatherings in the church facilities have decreased. Hungry people are being fed daily, and the most vulnerable are receiving care and encouragement from our church through different kinds of ministries created for such a time as this. In this time of social distancing, we are committed to offering spiritual connection seven days a week. God continues to work through our church in new and creative ways.

Segmented options for paragraph two

Non-donor Members: The generosity of our congregation makes this possible. I'd like to invite you to participate financially in the life-changing ministries of (our church), and we've made it easier than ever before.

Consistent Donors: Your financial generosity makes this possible. Thank you! Now, we've made it easier than ever to make regular contributions to (our church) and stabilize cash flow during the summer months when families typically take time for vacation.

Inconsistent Donors: Many families prioritize (our church) in their regular giving. This faithfulness allows us to maximize the impact of many life-changing outreach efforts like VBS and the creative ministries being launched in this unprecedented season of our life together. I appreciate the giving of your family to help us connect people to a loving God, and I invite you to consider regular giving in a way that is easier than ever before.

Paragraph three

Enclosed is a Bank Draft/Auto-draft Authorization form that you can use to make your gifts to (our church) happen every week or month automatically. All we need is a little information about you and your bank, along with the amount and frequency of your gift, and we can set it up for you. Use the return envelope provided for your convenience. To expedite the process, take a picture of the card with your phone and email it to _____. If you are unsure of your account number or bank routing number, simply enclose a voided check in the envelope or a picture of a check in your email. Your check or picture of your check will be destroyed after verification. You may change the amount, frequency, bank account number or discontinue use at any point by contacting _____ in the church office at (XXX) XXX-XXXX or by email at _____.

Thank you for helping our church make a difference in so many lives!

Pastor/Chairperson

SAMPLE BANK DRAFT/RECURRING GIVING REMINDER LETTER/EMAIL

Dear Fred and Susan,

We are only a few weeks into our “Going Green Campaign” to increase participation in bank draft giving. Two weeks ago, we heard Jim Smith share how using bank draft was both convenient and helped him become a more consistent donor, because even when he was away on a Sunday his gift was there helping their church fund life-changing ministry.

We also heard Lisa and Jeremy Jones share how important the act of giving in worship is to them, especially during this time when we are worshiping by livestream every week! Lisa shared that, when our worship returns to our church facility, she will be excited to place the new seatback electronic giving card in the offering each week. By doing so, they will be setting an example for their children to follow with their own gifts.

On Sunday, May 11th, we will announce and celebrate the total number of households that have made the decision to sign up for regular and recurring giving through bank draft or other means of electronic giving. We hope your family will prayerfully consider being a part of this group.

For your convenience, I have attached a downloadable Bank Draft Auto Authorization form that you can print, complete and return to the church in the offering plate, mail, fax to XXX-XXX-XXXX, scan it, or simply take a picture with your phone and email it to jfranks@ourchurch.org. You may alter the amount, frequency, bank account or discontinue this service at any time by contacting _____ in the church office at (XXX) XXX-XXXX or emailing her/him at jfranks@ourchurch.org.

Thanks for your prayerful consideration of Going Green!

Pastor/Chairperson