



## THE FUNDING FUNNEL: HOW TO MAXIMIZE YEAR-END GIVING

by Gavin Adams

### SAMPLE SEGMENTATION EMAIL

A segmented communications strategy helps us speak more directly to each person. By knowing who we are asking and how they've previously participated, we can more effectively target our celebration, inspiration, and specific asks.

On the following pages, you'll see sample year-end emails to potential segments in your church. As you read the email, please note the following:

1. We first thank them for serving.
2. We remind them that their church is making a difference in our community.
3. We use specific language like "your church," not the church. We want them to feel like an owner, not a member.
4. We point to the future, not the past.
5. We include specific projects and costs. We need to make giving emotional and tangible for non-givers to take their first step.
6. This email comes from the Senior Pastor, not the church.

As you consider possible segments, here are some ideas that allow you to speak more directly and ask more clearly:

- Non-givers who do not participate in any way.
- Non-givers with children or students.
- Non-givers who are in a small group.
- Large donors.
- Newer attendees to your church (6 months or less).

The more you segment, the better you'll target. Keep in mind, however, that **you'll need to suppress email addresses by priority to ensure people do not receive more than one email on this topic.**



# CHURCH ACCELERATOR COMMUNITY

**EMAIL SEGMENT:** Large Donors

**EMAIL SUBJECT:** Help us make 2024 our best year of ministry yet.

[First Name]

As we end 2023, I want to thank you personally for being so generous to the mission of [CHURCH NAME].

It's rare to see or experience the fruit of our generosity, but **every baptism story, every student whose life is transformed, every marriage that is reconciled, and every individual who comes back to faith in Jesus has been directly impacted by you.**

This has been an incredible year in the life of our church, yet I am convinced we are just getting started. Next year, we have HUGE dreams, a few needs, and we hope to increase our operating budget, all in an effort to reach people in our community and grow the faith of those inside our church.

**Here are a few things we are specifically praying happens next year:**

[You should outline at least three specific items or needs and the cost for each here.]

1. We believe the faith of the next generation is worth everything! Because of the growth we experienced last year, we hope to **increase our children's and student ministry budget by \$50,000**. Additionally, we plan to finish **renovating our kid's space for \$180,000**.
2. We want our church to be known for what we are FOR. Next year, we hope to **increase our generosity in the community by \$25,000**. We've identified two new community organizations that are doing amazing work, and our support can help their efforts go further, faster.
3. We had **over 8,000 people attend Winter Wonderland, Spring Fling, and Back to School Bash**. [List any events or experiences that show growth] These events help those far from God lean in his direction. As these experiences gain more traction, our costs grow. We hope to provide **an additional \$15,000 in community outreach** funding next year.
4. We need to allocate **\$30,000 to upgrade our online services' camera and audio equipment**. The number one outreach of [CHURCH NAME] is now online services. Today, people experience our church online well before attending in person.

Your year-end giving support will make these hopes become a reality. When you give above and beyond to end this year, you help us start the next year strong.



**Here's what I ask you to consider:**

1. Give a year-end gift by December 31st to help make 2024 our greatest year of ministry.
2. If you have not, create a plan to financially support your church next year.

Giving once or setting up a recurring gift is simple. Go to [website.org/give] and follow the instructions.

Checks can be mailed to [CHURCH ADDRESS]. You may also consider giving stock gifts. Please email [CHURCH INFO EMAIL] for directions.

Thank you in advance for making this next year our best year.

[PASTOR SIGNATURE]

[PASTOR NAME]

Senior Pastor



# CHURCH ACCELERATOR COMMUNITY

**EMAIL SEGMENT:** Volunteers not Giving

**EMAIL SUBJECT:** Help us make 2024 our best year of ministry yet.

[First Name]

As we end 2023, I want to thank you personally for moving our mission forward by serving at [CHURCH NAME].

Most people rarely, if ever, see life transformation up close. But you have. Serving on a team has allowed you to not just see it, but contribute to it first-hand. **You are a part of every baptism story, every student whose life is transformed, every marriage that is reconciled, and every individual who comes back to faith in Jesus.**

This has been an incredible year in the life of our church, yet I am convinced we are just getting started. Realizing what we are doing is unique in this community, you probably sense how critical generosity is to our mission. Next year, we have HUGE dreams, a few needs, and we hope to increase our operating budget, all in an effort to reach people in our community and grow the faith of those inside our church.

**Here are a few things we are specifically praying happens next year:**

[You should outline at least three specific items or needs and the cost for each here.]

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4. We need to allocate **\$30,000 to upgrade our online services' camera and audio equipment**. The number one outreach of [CHURCH NAME] is now online services. Today, people experience our church online well before attending in person.



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Thank you in advance for making this next year our best year.

[PASTOR SIGNATURE]

[PASTOR NAME]  
Senior Pastor



# CHURCH ACCELERATOR COMMUNITY

**EMAIL SEGMENT:** Volunteers ALSO Giving

**EMAIL SUBJECT:** Help us make 2024 our best year of ministry yet.

[First Name]

As we end 2023, I want to thank you personally for moving our mission forward by giving and serving at [CHURCH NAME]. Our church and community wouldn't be the same without you.

Most people rarely, if ever, see life transformation up close. But you have. Serving on a team has allowed you to not just see it, but contribute to it first-hand. Add your generosity and you're in a unique group of influencers. **You are a part of every baptism story, every student whose life is transformed, every marriage that is reconciled, and every individual who comes back to faith in Jesus.**

This has been an incredible year in the life of our church, yet I am convinced we are just getting started. Realizing what we are doing is unique in this community, you already know how critical generosity is to our mission. Next year, we have HUGE dreams, a few needs, and we hope to increase our operating budget, all in an effort to reach people in our community and grow the faith of those inside our church.

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4. We need to allocate **\$30,000 to upgrade our online services' camera and audio equipment**. The number one outreach of [CHURCH NAME] is now online services. Today, people experience our church online well before attending in person.



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Thank you in advance for making this next year our best year.

[PASTOR SIGNATURE]

[PASTOR NAME]  
Senior Pastor



**EMAIL SEGMENT:** Non-Volunteers with Children or Students

**EMAIL SUBJECT:** Help us make 2024 our best year yet.

[First Name]

As we end 2023, I want to thank you personally for trusting us to invest in your child this past year. You know better than anyone the impact that [CHURCH MINISTRY NAMES] have on the lives of kids and teenagers. **We always say that we don't babysit kids or tolerate students. We work to anchor the love of Jesus in their hearts so deep that if they drift, they won't drift too far.**

This has been an incredible year with our children and students at [CHURCH NAME]. We have grown significantly and witnessed so many stories of life change. This included **more than seventy kids and students making a decision to follow Jesus.** [Provide one or two similar metrics that show the vision coming to fruition.] Realizing what we are doing is unique in this community, you probably sense how critical generosity is to our mission.

Next year, we have HUGE dreams, a few needs, and we hope to increase our operating budget, all in an effort to reach people in our community and grow the faith of those inside our church, including our kids.

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[PASTOR SIGNATURE]

[PASTOR NAME]

Senior Pastor



**EMAIL SEGMENT:** New Attendees within 6 Months

**EMAIL SUBJECT:** I'm grateful you found a home at [CHURCH NAME]

[First Name]

I am so grateful that God has led you to [CHURCH NAME]. Our hope is that you will continue to experience the life and freedom found in Jesus through our church.

I've been leading our church for a while. There have been many ups and downs in these past few years, but I can confidently say this year has been one of my favorites. From every baptism story, every student whose life was transformed, every marriage that was reconciled, and every individual who came back to faith in Jesus, it was evident God was working. **Still, I am convinced we are just getting started.**

We have a unique in this community, and I want you to experience it first hand. You probably sense how critical generosity is to our mission. When we give to a church, it becomes *our* church. That's what I want for you. I want our church to feel like your church.

Next year, we have HUGE dreams, a few needs, and we hope to increase our operating budget, all in an effort to reach people in our community and grow the faith of those inside our church.

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[PASTOR SIGNATURE]

[PASTOR NAME]

Senior Pastor



**EMAIL SEGMENT:** Non-Givers and Non-Volunteers

**EMAIL SUBJECT:** Help us make 2023 our best year of ministry yet.

[First Name]

**I am so grateful that you are a part of our [CHURCH NAME] family.** I hope you will continue to experience life and freedom in Jesus through our church.

I've been leading our church for a while. There have been many ups and downs in these past few years, but I can confidently say this year has been one of my favorites. I hope you feel the same about what you've seen and experienced at our church.

From every baptism story, every student whose life was transformed, every marriage that was reconciled, and every individual who came back to faith in Jesus, it was evident God was working. Still, I am convinced we are just getting started.

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Thank you in advance for making this next year our best year.

[PASTOR SIGNATURE]

[PASTOR NAME]  
Senior Pastor



**EMAIL SEGMENT:** All Remaining Contacts

**EMAIL SUBJECT:** Help us make 2024 our best year of ministry yet.

[First Name]

As we end 2023, I want to thank you personally for giving to [CHURCH NAME]. Gifts of all sizes help change lives and move our mission forward.

**Generosity always makes a difference.** Every baptism story, every student whose life is transformed, every marriage that is reconciled, and every individual who comes back to faith in Jesus becomes a small part of our story.

This has been an incredible year in the life of our church, yet I am convinced we are just getting started. Realizing what we are doing is unique in this community, you already know how critical generosity is to our mission. Next year, we have HUGE dreams, a few needs, and we hope to increase our operating budget, all in an effort to reach people in our community and grow the faith of those inside our church.

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Thank you in advance for making this next year our best year.

[PASTOR SIGNATURE]

[PASTOR NAME]

Senior Pastor