



THE FUNDING FUNNEL: THANK YOU SYSTEM CONTENT

by Gavin Adams

What's reward is repeated. One of the most powerful and heartfelt gestures we can make is to thank people who financially engage with our church. A giving Thank You System creates a repeatable process to:

1. Thank first-time givers,
2. Inspire additional gifts,
3. Encourage developing a plan to give,
4. Connect personally with your congregation.

Your giving system begins with good data. If you do not already, develop a system that allows you to capture at a minimum first-, second-, and fourth-time givers. Additionally, if your data system can, capture new recurring givers.

With accurate data, you can thank people weekly or monthly. The following is an example, but feel free to adjust to your church context as necessary:

1. **First-Time Giver:** Hand-written Thank You Note and car sticker (or something similar).
2. **Second-Time Giver:** Letter thanking them for their ongoing support and highlighting future events and experiences at your church. To inspire ongoing generosity, it's crucial to highlight the future than celebrate the past.
3. **Fourth-Time Giver:** Note and branded gift (t-shirt, mug, etc.).

Gavin Adams

FIRST-TIME GIVER: Hand-Written Thank You Note Sample

Dear [NAME],

I wanted to thank you for being so generous to our church. Partnering with us financially connects you to every single story God is writing through our church. Thank you for helping lead people into a growing relationship with Jesus!

Gavin



SECOND-TIME GIVER: Vision Letter

(This sample letter is an actual letter that I sent to second-time givers at Woodstock City Church, hence the ministry brands, etc.)

Dear [NAME],

I want to thank you personally for being generous to Woodstock City Church. Every time you give, you help lead more and more people into a growing relationship with Jesus Christ. I hope your financial investment in your church is also growing your relationship with Jesus. It's incredible what can happen in our hearts as we move our treasure in God's direction.

It's hard to believe what God has done in and through our church recently. Our church has grown to nearly 35,000 active attendees, but we are just beginning to scratch the surface of what God can do in and around our communities. As we look into the near future, there are so many things we are excited about. Here's a quick list of things your generosity will help create:

1. The city of Woodstock is allowing us to **pave the west gravel and grass parking lots**, which will help our attendees in so many ways. This project will cost approximately \$800,000, but your consistent and ongoing operational giving will help make this a reality.
2. **The Walk camp for high school students** is coming soon, and your generosity allows us to provide nearly \$10,000 in scholarships. That means dozens of students who would ordinarily not be able to attend will be able to experience this life-changing week.
3. At the end of the summer, we will be promoting all of our preschool and elementary school children. We have nearly **450 new kindergarteners** moving from Waumba Land to UpStreet. Your generosity allows us to create these incredible experiences for them weekly.

Gavin Adams

4. All our new **six-grade students** will be able to attend **Boot Camp weekend**, a retreat where we initiate all of our new Transit students. For some of these new middle school students, this will be the weekend where their faith begins to be their own. Your generosity creates experiences like this for students.

5. We are considering when and where to place our **next church campus**. Your giving is planting seeds of margin for a future community to experience a church like Woodstock City. This is exactly what others did for us, and now we are positioned to do the same for others.

There is so much more, but hopefully, this helps you understand where your generosity is going in the near future. Again, thank you for helping make Woodstock City a fantastic place to attend and participate.



Gavin Adams
Lead Pastor, Woodstock City Church

Gavin Adams

FOURTH-TIME GIVER: Hand-Written Thank You Note Sample

Dear [NAME],

As you know, we exist to lead people into a growing relationship with Jesus. Your ongoing generosity is allowing us to do just that. I wanted to give you a little something to say thank you. I hope you wear this shirt proudly, knowing you're helping make it happen!

Gavin