



THE FUNDING FUNNEL: EMAIL NURTURE SEQUENCES

by Gavin Adams

THE GOAL OF SEGMENTATION & NURTURE SEQUENCES

SEGMENTATION

A segmented communications strategy helps us speak more directly to each person or categories of people. Through segmentation, we can target our celebration, inspiration, and specific asks more effectively when we know *who* we are asking, *how* they've previously participated, and *what* motivates them to take their next step.

NURTURE SEQUENCES

Most people need to be "nurtured" along a sequential process of incremental steps. This isn't manipulation as much as support for the step. Remember, our goal is not funding, but making disciples, and generosity is directly connected to discipleship growth.

UNDERSTANDING CATEGORICAL MOVEMENT

CATEGORY 2: Moving Emotional Tippers to Ministry Givers

Unlike Emotional Tippers, Ministry Givers contribute more regularly to community needs *and* the ongoing mission of their church. Ministry Givers may not financially prioritize giving ahead of their spending, but they understand that ministry takes money and are most likely benefiting from the church. This is a key to moving people from tipping to giving. We want to help them see *our* church as *their* church as they see the community as their community.

NURTURE SEQUENCE EXAMPLE

On the following pages, you'll see a sample nurture sequence for first-time "Emotional Tippers." We will assume these people gave through your church to support a food drive.

Garvin Adams

- EMAIL 1 GOAL: To thank them for giving and highlight how the organization will use their generosity. Focus on how THEY contributed to something of significance in THEIR community.
- EMAIL 2 GOAL: To move people from thinking outside the church to ministry inside the church. Focus on a ministry story or experience. There is no call to action yet.
- EMAIL 3 GOAL: To offer a ministry-related giving call to action. It's critical to move from celebrating what happened to what's upcoming. Celebrating the past proves our mission is coming to fruition. Pointing to the future activates participation.

This specific sequence covers three weeks (I.E., One email per week)

Garvin Adams

EMAIL 1

{CHURCH LOGO}

{FIRST NAME}

You just helped our church do something of great significance for our community, and I want to thank you personally.

I suspect that most, if not all, of us at {CHURCH NAME} aren't worried about having our next meal. If anything, our greatest concern isn't *if* we'll eat, but what we'd like to eat.

In our very community, thousands of people aren't sure when their next meal will come. Or how. **Your support of {ORGANIZATION NAME YOUR CHURCH SUPPORTED} matters.** We'll share our church-wide impact in a few weeks, but for now, I simply want to say thank you.

- Thank you for showing love and concern for others.
- Thank you for helping our church be known for what we are for.
- And thank you for trusting us and {ORGANIZATION NAME} enough to give.

If you'd like to learn more about {ORGANIZATION NAME}, please visit their website at {ORGANIZATION NAME WEBSITE}.

I'll see you again soon, and **don't forget to be at church on {CELEBRATION DATE} so you can directly see how much of a difference you made!**

On behalf of {ORGANIZATION NAME}, thank you,

{SENIOR PASTOR NAME & SIGNATURE}

Garvin Adams

EMAIL 2

{CHURCH LOGO}

{FIRST NAME}

If you missed Sunday, you missed a story that perfectly exhibits why we exist.

I went to church as a kid. With that, I went to several church camps, too. Perhaps you've had these experiences, too.

Camp and retreat moments are faith catalysts for students. As you probably know, our hope is that middle school and high school students own their faith, because borrowing the faith of a parent or grandparent eventually isn't enough. When it comes to taking steps of faith, camps and retreats seem to equal a dozen Sunday morning experiences!

Our students recently returned from {CAMP OR RETREAT NAME}. This is our {SHORT DESCRIPTION OF THE CAMP OR RETREAT}.

There are so many stories we can celebrate, but I want to make sure you saw this one: **WATCH HERE** *(include the link to the video story on YouTube or FaceBook).*

This story, and hundreds of other stories, wouldn't be possible without people like you. When you support {CHURCH NAME}, you support individual people and faith experiences.

So on behalf of the {NUMBER OF STUDENTS WHO ATTENDED THE CAMP OR RETREAT} students who experienced {CAMP OR RETREAT NAME}, thank you,

{SENIOR PASTOR NAME & SIGNATURE}

Garvin Adams

EMAIL 3

{CHURCH LOGO}

{FIRST NAME}

We often sit in on our calendar planning meetings. **It's always exciting to see what's coming up for our kids, students, and adults.**

This week in our calendar meeting, I kept looking at one specific event. Everything on the horizon is exciting, and worth the energy, effort, and resources, but this one event stood out for some reason.

On {DATE OF FUTURE EVENT}, we are hosting our next {EVENT NAME: This highlighted event needs to be ministry specific, emotional, and tangible, like a Fall Festival for Children}. We are certainly blessed to have a church that offers experiences like this to our broader community.

Since you're an insider at {CHURCH NAME}, I'm going to let you in on a little secret: We don't host this event to entertain our church members. We create this experience to help people in our community without a church home find us and like what they find.

In past years, this event has influenced hundreds of families to experience our church for the first time. Even better, many of these families now call *our* church *their* home.

I'd like to ask you to do two things to help make {EVENT NAME} a success:

1. Please **invite** all the families you know who are disconnected from a local church to attend with you.
2. Please help **fund this event** {LINK TO GIVE} to make it our best yet.

To **give**, go to {[churchwebsite.com](#)} and click the "GIVE" link at the top. You can select "general giving" from the funding categories, as this experience is part of our operational budget.

I can't wait to see how this event moves people toward our church and their heavenly father!

{SENIOR PASTOR NAME & SIGNATURE}