



## 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. We can target our celebration, inspiration, and specific asks more effectively by knowing who we are asking and how they've previously participated.

On the next page, you'll see a sample year-end email to a people segment in your church: **non-giver and on a serving team**. 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 other 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.**

# Garvin Adams

{CHURCH LOGO}

{FIRST NAME}

As we end the year, I want to **thank you** personally for contributing to our ministry by serving in our church. You are making our church a fantastic place for people to explore faith and grow closer to Jesus.

Most people never see how God changes lives through a local church. Being on a volunteer team has allowed you to experience it first-hand. There's no better seat in ministry than a front-row seat on a volunteer team.

Realizing how **vital our church is to our community**, you probably sense how **critical generosity is to our mission**. Next year, we have some huge hopes and dreams along with our operational budget that ensures our church continues to be great.

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

1. Create a new spring retreat experience for our **middle** and **high school students** — \$15,000.
2. Renovate the **sound** and **lighting** in our auditorium — \$150,000.
3. Grow our **children's ministry** budget from \$25,000 to \$32,000.

All of this becomes possible when people like you support their church through planned generosity. I'd love for you to consider two specific things as we close out the year:

1. Make a **one-time, year-end gift** to help us end the year well.
2. If you have not, **create a plan to support your church** next year.

Your year-end gift will help us end the year well so we can start next year strong, and your planned giving allows us to better plan our operational ministry spending.

To make your **year-end gift** and **set up recurring giving**, go to [churchwebsite.com](http://churchwebsite.com) and click the "GIVE" link at the top.

Thank you in advance for helping make next year our best year.

Pastor's Name