

Garvin Adams

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.

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