



FUNDING FUNNEL

EMOTIONAL TIPPER EMAIL NURTURE SEQUENCE

by Dr. Gavin Adams

OVERVIEW

The purpose of this email nurture sequence is to mentally, emotionally, and spiritually move emotional tippers to consider ministry giving.

We'll do this via three emails following their first emotional tipping donation.

SEQUENCE & FOCUS

Assuming emotional tippers participate (donate) on a Sunday):

1. EMAIL 1: On the Tuesday following their first donation, we'll highlight the community organization or need their donation supported.
2. EMAIL 2: The following Tuesday, the second email focuses on ministry stories or wins.
3. EMAIL 3: Our final email is sent a week later and focused on upcoming ministry events with an ask for financial participation.



FUNDING FUNNEL
EMOTIONAL TIPPER SAMPLE EMAIL # 1

by Dr. Gavin Adams

EMAIL 1, IDEA 1: Food pantries as the community need.

SUBJECT: Thank You for Filling Food Pantries FOR Our Community!

BODY:

On Sunday, we asked our entire church to help fill the food pantries of several non-profits in our community, and YOU rose to the occasion!

I can't tell you the results quite yet (we'll celebrate that soon enough, though), but for now, know that you were a part of something special FOR our communities and those suffering food insecurity.

On behalf of the non-profits we worked alongside, thank you. And thank you for prioritizing all the people who will receive food and support through these great organizations. Your generosity is meeting tangible needs in our communities.

What can happen when we combine our influence and decide to make a difference is amazing.

Thanks again!

[SENIOR PASTOR NAME]

Gavin Adams

EMAIL 1, IDEA 2: A note from a non-profit leader.

SUBJECT: Thank You for Supporting [ORGANIZATION NAME]!

BODY:

On Sunday, we wanted to surprise [ORGANIZATION NAME] by raising funds to help them [PROJECT OR NEED]. To say you rose to the occasion is an understatement!

I had the honor of giving [NAME OF ORGANISATIONAL LEADER] the funds you donated. He/She wanted to pass along a word of thanks:

[Add one paragraph from the organization's leader here]

For so long, churches have been known for what they are against. Thank you for helping our church be known for what we are FOR. We are FOR this community and great non-profits like [ORGANIZATION NAME].

I can't tell you the results quite yet (we'll celebrate that soon enough, though), but for now, know that you were a part of something special.

See you Sunday,

[SENIOR PASTOR NAME]

Gavin Adams

FUNDING FUNNEL
EMOTIONAL TIPPER SAMPLE EMAIL # 2

by Dr. Gavin Adams

EMAIL 2, IDEA 1: Student Ministry Focus

SUBJECT: Have You Seen What Happens in [STUDENT MINISTRY NAME]?

BODY:

I grew up going to church. Or I should say, I grew up being forced to attend church. As a teenager, church wasn't the worst part of my week, but needless to say, I wasn't excited about Sunday School or "big church."

My teenage memories came flooding back last Sunday as I walked past [STUDENT MINISTRY NAME]. Seeing the joy on the faces of all our teenagers reminded me how important [STUDENT MINISTRY NAME] is for them and our community.

Each week, we engage [DOZENS/HUNDREDS/THOUSANDS!] of students in [STUDENT MINISTRY NAME]. They are learning to own their faith now so they can change the world later.

As a part of this church, you're helping these students fall in love with Jesus and the local church.

I just wanted to say thank you.

See you on Sunday,

[SENIOR PASTOR NAME]

Gavin Adams

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EMOTIONAL TIPPER SAMPLE EMAIL # 2

by Dr. Gavin Adams

EMAIL 2, IDEA 2: Children's Ministry Focus

SUBJECT: I saw a kid crying on Sunday. The reason was unexpected!

BODY:

Each Sunday, thousands and thousands of parents drop off their children in the preschool area of a church and hope for the best. It's not unusual for a parent to pick up a crying child after the service. Or even during the service!

That's why I was taken aback last Sunday at our church. After the service, I saw a child crying in the arms of a parent. I walked over to say hello, and the parent chuckled, saying, "She's upset because we have to *leave* church. She'd stay here all week if I'd let her!"

I couldn't believe it. You've created a church experience for children so amazing that they cry because they have to leave, not come.

That's how we do it at [CHILDREN'S MINISTRY NAME]!

So first, thank you! And secondly, if you're planning on inviting any friends to attend church with you, make sure they don't bring their kids unless they want to be stuck attending every week thereafter!

See you soon,

[SENIOR PASTOR NAME]

Gavin Adams

FUNDING FUNNEL
EMOTIONAL TIPPER SAMPLE EMAIL # 3

by Dr. Gavin Adams

EMAIL 3, IDEA 1: Ministry Giving through Student Ministry Focus

SUBJECT: How much is the next generation worth?

BODY:

It's easy for a church to focus on the adults. After all, the adults give and serve and keep the church afloat, so they unintentionally get the most attention.

Look at a typical church budget, and you'll see what I mean.

At [CHURCH NAME], we decided from the beginning not to be typical. We wanted to prioritize the next generation, which meant funding ministries, events, retreats, and camps. Our goal has always been to place an anchor of faith so deeply in the hearts of our children and students that, if they do drift, they won't go too far.

We have an anchor event coming up this summer for our students. It's called [CAMP OR RETREAT NAME]. We want to take every single student in our community. I want you to help make this happen.

Whenever you give to [CHURCH NAME], you fund ministry experiences like [CAMP OR RETREAT NAME]. If you already give to your church, thank you on behalf of these students and their families.

If you'd like to support ministries like [STUDENT MINISTRY NAME], simply go to our website (link site) and click "GIVE."

Thank you for making our church the best church for these students,

[SENIOR PASTOR NAME]

Gavin Adams

FUNDING FUNNEL
EMOTIONAL TIPPER SAMPLE EMAIL # 3

by Dr. Gavin Adams

EMAIL 3, IDEA 2: Ministry Giving through Prevention Focus

SUBJECT: Let's Save Some Relationships!

BODY:

As a pastor, I have the privilege of ministering to people through some of life's most challenging moments.

Some of these circumstances are not preventable. But some are. Whenever I enter a situation that could have been prevented, it hurts my heart.

As a church, we are called to intervene, and we're also called to prevent. Over the years, it's impossible to know how many marriages you've prevented from divorce, how many children you've prevented from running off course, or how many people you've helped make wise choices.

Preventing problems is always better than intervening after they arise.

When you give to your church, you help fund prevention. And while prevention stories aren't as glamorous to tell, they're the best stories to experience.

If you'd like to help make a difference, go to our website ([link](#)) and click GIVE ([link](#)).

Thanks for being in the prevention business with me,

[SENIOR PASTOR NAME]