

SAMPLE EMAIL

SUBJECT LINE: [Sermon Series Title Tie-In, or something encouraging like, GOD IS WINNING!]

Hello [First Name],

Thank you for being a part of our family at [CHURCH NAME], we are praying for you and these unsettling times. We hope you were able to join us for services last weekend, but if you were unable to watch the service live, you can visit [web address] to watch the recording.

We are teaching through [SERMON SERIES] and believe that God is using this time to reach more people through the use of online resources. Even though the church building is closed, we are meeting the needs of our community. One place we're helping in [insert area providing support].

We want to encourage you to help out with these ministry opportunities. *Can you consider the following:*

1. Giving a financial gift online [link to online giving]
2. Sharing online messages with friends, family, neighbors, etc.
3. Praying daily for [church name] and the people we are reaching.

Thank you for your support, and if you would like prayer, please email the prayer team at [email prayer team].

-[Church Name]

P.S. Don't forget to join us this weekend for services online at [service times]!

EMAIL BEST PRACTICES

Best Days to Send Emails

TUESDAY
WEDNESDAY
THURSDAY

Best Times to Send Emails

6 AM
10 AM
2 PM
8-10 PM

Lead with an Exciting Subject Line

Use a subject line that speaks to your audience and entices them to open your email.

Customization is Key

Always use the first name of the person you are sending the to in the salutation line.

Keep it Short

Be concise and have a clear 'Call to Action' for your audience.

SAMPLE EMAIL #2 – NO OPEN at First Email Attempt

SUBJECT LINE: You Don't Want to Miss This...

Hello [First Name],

Thank you for being a part of our family at [CHURCH NAME], we are praying for you and these unsettling times. You might have missed our last email, so we wanted to send it to you again.

We hope you were able to join us for services last weekend, but if you were unable to watch the service, you can visit [web address] to watch the recording.

Even though the church building is closed, we are meeting the needs of our community. One place we're helping in [insert area providing support].

We want to encourage you to help out with these ministry opportunities. *Can you consider the following:*

1. Giving a financial gift online [link to online giving]
2. Sharing online messages with friends, family, neighbors, etc.
3. Praying daily for [church name] and the people we are reaching.

Thank you for your support, and if you would like prayer, please email the prayer team at [email prayer team].

-[Church Name]

P.S. Don't forget to join us this weekend for services online at [service times]!

LAPSED GIVER BEST PRACTICES

Make sure you segment givers based on their giving patterns. Communicate with all givers at least 30 days after their last gift.

Stats show that a giver will stop engaging or attending your church approximately 90 days after they stop giving.

In this new online only environment, it is essential that you contact all lapsed givers with a 30 days of their last gift.

Your intention should be to re-engage them with a discipleship opportunity.

Remember to have a 'Call to Action' in your email and provide resources for prayer, church involvement, and giving online or through the mail.

Get more strategy that increases giving and grows engagement – contact us today for a FREE 30 minute giving consultation. [Click here to schedule your meeting.](#)