

4 Week Launch Plan

Client Services/Implementation: 800-675-7430, option 1
 Sales: 855-910-6066
 eGiving Resources: www.giveplus.com/launch

	Week 1	Week 2	Week 3	Week 4
Communicate	<ul style="list-style-type: none"> Send an email to church members. Ask your pastor to make an announcement from the pulpit. Insert a message in your bulletin or e-newsletter. Reach out to your GivePlus Implementation Specialist to strategize communication plan for week 2. 	<ul style="list-style-type: none"> Post a message on your Facebook page or other social sites. Place posters and offering plate cards in common areas. Finalize communication plan for week 3, incorporate any member feedback from previous weeks. Contact your GivePlus Implementation Specialist with any questions. 	<ul style="list-style-type: none"> Ask church leaders to make announcements during small groups and events. Insert a message in your bulletin or e-newsletter. Finalize communication plan for week 4, adjust your plans and goals accordingly. 	<ul style="list-style-type: none"> Send a second email to church members. Post a message on your Facebook page or other social sites. Develop a sustainable eGiving communication plan.
Engage	<ul style="list-style-type: none"> Require registration payments for events using eGiving. Once a member goes online, they tend to continue to use it going forward because of its ease and convenience. One example is Vacation Bible School Kick off a giveaway or prize drawing for new eGiving participants. 	<ul style="list-style-type: none"> Host a class to instruct members on how they can easily get started with the congregation's convenient new eGiving options. 	<ul style="list-style-type: none"> Ask members for feedback on the church's new giving page. Should additional giving funds be added? How can the church help spread the word about the new giving options available? Where/when did members hear eGiving is available? 	<ul style="list-style-type: none"> Announce the winner of the prize drawing.
Express Gratitude	<ul style="list-style-type: none"> Assign the eGiving success team the task of sending handwritten thank you notes to those members who give electronically. You can track new givers using the confirmation emails sent to the church administrator. View our online training videos to also learn more about our reports. 	<ul style="list-style-type: none"> Ask the pastor to deliver a story that reaffirms how gifts are being used and the difference they're making in the church and surrounding community. 	<ul style="list-style-type: none"> Continue to send personal handwritten thank you notes to each eGiver. You want the giver to know that you recognize the gift and have a plan to use it. 	<ul style="list-style-type: none"> Take time to thank your eGiving promotion team!

Congratulations!

If you've followed this four-week blueprint you are undoubtedly on your way to a successful eGiving program. You now have a solid foundation to continue communicating, engaging and thanking your members and guests for their contributions. If you have questions or just want to share your eGiving success story, we're always just a phone call away at 800-675-7430 or email cs@vancopayments.com. Thank you again for trusting GivePlus to grow your donations to further the mission of your church.

Insert a message in your bulletin or e-newsletter

Prominently feature an announcement in the weekly bulletin or newsletter to maximize awareness. The inserts will serve as a reminder to some and an announcement for others. Use these copy-and-paste messages as-is or adapt them for your own specific situation.

Electronic Giving is a convenient, consistent way to help our church year-round.



Consider scheduling a recurring electronic contribution today. It's easy! You will no longer need to write out checks and prepare envelopes every week. Even when travel, illness or other circumstances prevent you from attending services, your electronic contributions will continue to be received on an uninterrupted basis.

Get started today! Visit our website to set up your online contribution.

Launching eGiving is Easy

Send an email to church members

Prominently feature an announcement in the weekly bulletin or newsletter to maximize awareness. The insert will serve as a reminder to some and an announcement for others. Use this copy-and-paste message as-is or adapt it for your own specific situation.

Email: Online Giving Introduction

Everything we have is a gift from God. We are called to be wise stewards of those gifts. One simple way to carry out our call is to support the church's mission through sacrificial giving. Our new eGiving options make it easy. eGiving allows you to set up automatic recurring contributions and view your complete online giving history all at your own convenience.

Simply follow these easy steps:

1. Visit the church website at [[www.ChurchWebsite.org](#)],
2. Click the Online Giving button,
3. Click the Create Profile button, then
4. Follow the onscreen instructions to create an online profile and to schedule your recurring contributions.

Please contact the church office with questions.

Many thanks for your generosity to our community and various ministries!

Email: GivePlus Church Introduction

Do you wish you could give to the church the same way you do other things in your life? Do you wonder if you could ever use your smartphone to make your recurring contributions? Well, now you can! [**Your Church Name**] is excited to offer a simple way for you to support the church that is convenient for you—GivePlus Mobile App. Visit the App Store or Google Play and search for "[b>Your Church Name] Church" to download the app. Simply type in the church's name or click "Find Churches Near Me" to select [**Your Church**].

We hope you enjoy this new way to contribute to our ministry!

Email: GivePlus Text Introduction

Do you need an easy, convenient way to contribute to our church and our mission? Giving by text is a powerful way to give in a matter of seconds. Send a text message to [**Church GivePlus Text Number**] with the amount you would like to contribute (example: 25). It's simple and secure. To learn more, [click here](#) to watch a video.

We hope you'll make giving by text a regular part of your giving routine!

Post a message on your Facebook page or other social sites

Is the church active on social media? If not, now may be the time. Look to social media to share announcements as well as express gratitude to members for supporting the success of the church's mission. [View our social media blog post](#) to learn more.

Social Media Post Example 1

Use your time, talent and treasure to support ministries you care about, even when you can't be there in person. Consider automating your regular donations with our new electronic giving program. Visit our website [\[insert web address\]](#) to learn more. Your generosity supports our ministry's future!

Social Media Post Example 2

Support [\[Your Church Name\]](#) every day! If you think you may miss church services this summer due to travel or other commitments, consider setting up an automatic giving schedule. To get started, visit [\[insert web address\]](#) to locate the electronic giving page. Many thanks!

Social Media Post Example 3

This summer, we're eager to send 15 children in the surrounding community to our annual summer bible camp. Please consider contributing using our convenient eGiving options. To get started, visit [\[insert web address\]](#) to locate our online giving page. Or, send a contribution via text message to [\[Church Give by Text Number\]](#). It's simple and secure! [Learn more with a short video.](#)

Social Media Post Example 4

Apps make life easier. With GivePlus Church, our mobile giving app, you can make giving easier. Visit the App Store or Google Play and search for "GivePlus Church" to download the app for free and start donating today! [Learn more with a short video.](#)

Introduce a prize drawing

Consider a drawing where members who sign up for electronic giving are eligible to win a prize. We've heard many creative ideas from our churches; book giveaway, tickets to a local event, and dinner with the pastor! Announce the winner at the completion of the congregation's launch campaign. Your GivePlus Implementation Specialist can provide guidance on tracking new givers within **MyVanco Service Center**.

Place posters and offering plate cards in common areas

To help you raise awareness of eGiving, we have **prepared posters** perfect for hanging on a message board or in the hallways of your church. Additionally, some of our most successful churches have created an "eGiving corner" to display and distribute program information.

Additionally, give your members a visible way to demonstrate stewardship with "I Give Electronically" offering plate cards. Placing a card in the collection plate not only allows members to participate in the symbolic act of giving, it also reminds others that an electronic giving option is available.

Use one of our following three offering plate card options:

1. Print-ready offering plate cards:

Print or photocopy our **offering cards** and trim along the crop marks to create individual cards. For a more finished look, consider laminating the cards or using a heavier card stock.

2. Instruct members to write on their envelopes:

Electronic givers can simply write "I give electronically" on the outside of their regular envelopes.

3. Design and print your own offering cards:

Prepare cards with the phrase, "I give electronically" which can be placed in the collection plate during services.

Make announcements at the pulpit and during small groups and events

Members are more likely to participate in a program that enjoys visible, top-down support from the church's religious and financial leaders. In addition to our provided talking points, take this time to share stories with your congregation. Real stories from real people make stewardship tangible and offer the best concrete example of your mission.

Sample talking points:

- One of the best ways to build happy, generous givers is provide the congregation with regular updates regarding their contributions. In addition to including information in weekly newsletters, we recommend having your spiritual leader take time to share how the church uses every dollar. Congregants will appreciate the communication, honesty, and thankfulness.
 - XX cents of every dollar go to pay for... (Examples: Staff, building/improvements, music ministry, youth ministry, programs/workshops, church school, food shelf, etc)
 - The next XX cents go to support...
 - Finally, the XX cents are shared with...
- Your consistent support is vital to our church. And, it is through the donations of every individual and family in the congregation that we can carry out our work now and throughout the year. Today, I invite you to join our new electronic giving program to automate your regular weekly offerings. I personally made a donation this week, and think many of you will enjoy the ease and convenience. It's both simple and secure. We will have volunteers after service available to walk you through the few easy steps of making an electronic gift. Please stop by to learn more and get started today.
- The giving of gifts from God, as gifts to God, is a vital part of worship. Giving in response to God's word and the needs of the world helps us grow spiritually.
- Giving is an essential element of our life as Christian stewards, meant to be practiced generously and joyfully. But it doesn't stand on its own. It is part of our discipleship and calling: How we respond to the love and grace that God has shown us. Our giving is our opportunity to be channels through which God's generosity can flow and to be God's witnesses in our world.
- It's important to know that we can depend on financial support from our congregation members as we prepare for a new year. One way that you can help is by fulfilling your pledges online. Setting up a recurring giving plan means your contribution will be received on a steady, uninterrupted basis, even when you can't attend services.