

Digital Giver Follow-Up Template



TEXT MESSAGE (sent immediately after first-time gift)

Most online giving platforms allow you to customize a text message that is sent automatically after a gift is received.

You just made your first gift to Fuel Church! Thank you for your generosity.



HANDWRITTEN NOTE (sent in the mail the week the first donation is made)

Kevin,

Thank you for the financial gift you gave this week. Every dollar goes toward changing lives, and we just wanted to say how much we appreciate you for joining the mission!

Amy Anderson, Fuel Church Connections Team



EMAIL #1 (sent the day after the first donation is made)

RETURN THE FAVOR

Kevin,

Thank you for your investment in Fuel Church. When you give to Fuel Church you give through Fuel Church, and your gift will impact the lives of people in our community.

We would love to return the favor—and one of the best ways that we know how is prayer. Hit reply to this email and let us know how we can pray for you. One of our pastors is standing by waiting to pray for your request.

Amy Anderson, Fuel Church Connections Team



EMAIL #2 (sent the day after the first donation is made)

THANK YOU

I want to thank you for your recent financial donation to Fuel Church. It looks like this may be the first time you gave to our church, and our entire team is so grateful for your choice to be generous.

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We started Fuel Church in 2006 with a vision and a prayer. Our desire was to see the name of Jesus lifted up in our community and thousands of lives changed. Since then, we've seen many transformed lives, restored marriages, and needs fulfilled in this community. That's why Fuel Church exists and why I'm so thankful that you decided to give.

Our church wouldn't be able to make an impact in our community without generous givers like you. No matter the amount, your donation makes a difference. Your generosity plays a huge part in our church being able to reach people and see them decide to follow Jesus.

Thank you for supporting the mission and vision of this church. You can find more information about the difference your gift is making at fuelchurch.com/give. If you have any questions about Fuel Church in general or the finances in particular, you can call us at 555-555-5555 or email hello@fuelchurch.com. Thank you again for your generous contribution.

John Jacobs, Lead Pastor



EMAIL #3

THE MINISTRIES YOU'RE SUPPORTING

When you decided to give to Fuel Church, our ministry got stronger. Every weekend, about 250 families are participating in our Fuel Kids Ministry. Our team has created highly engaging and interactive videos that helps their little minds begin to grasp the good news about our awesome God.

About 40 people per week receive counseling from someone on our pastoral or care teams via phone or video chat. They're getting help with life transitions, grief, marriages, and more. In addition, we're seeing anywhere from 120 - 250 new people check out an Online Fuel Church service every weekend. And we're able to connect with each one that wants to connect with us.

These are just three examples of what your generous gift is making possible. Thank you. To learn more about the ministries within Fuel Church, [click here](#).

John Jacobs, Lead Pastor

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EMAIL #4

WHAT'S HAPPENING THIS YEAR

Since Fuel Church was started in 2006, we've welcomed 254 new members, seen 197 people come to faith in Jesus Christ, and baptized 108 people. And we know that this is only the beginning of what God is going to do through this church.

As we prepare for 2020, we can tell that it's going to be a big year for Fuel Church.

With our church services being entirely online for the Spring, we've begun heavily investing into bringing our Sunday experience to you, wherever you are. We're training our team and volunteers in connecting with guests in new ways, outside of the standard in-person follow-up. We're upgrading our equipment to clearly communicate worship and teaching.

We're also introducing a new discipleship program that our Executive Pastor, Paul Peterson, and our entire growth track team have been working hard to put together. We expect that at least 40 people will enroll in the first class, which due to our equipment upgrades, we are able to host online.

Why am I telling you all of this? Because your generous financial donation is allowing our ministry to continue. The church isn't a building, the church is people. God has opened many doors and uses the support of people like you to make a difference in our community and throughout the world.

We want you to know that we appreciate your support. Ministry moments happen every day because of your generosity, and we can't thank you enough for helping to make it possible.

John Jacobs, Lead Pastor

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EMAIL #5

WELCOME TO OUR NEWSLETTER

I want to welcome you to our newsletter community and let you know what to expect. Since your financial contribution in support of Fuel Church is helping us reach people for Jesus, we want you to know how we're using our resources to influence our community and make a difference in the world.

Every month, you'll receive a newsletter with updates on ministry that has been made possible because of your generous gift. That includes information about specific events like our Fuel Youth camp and curriculum development for our discipleship program and missionaries.

You're a valuable part of our ministry and your financial support is making a difference. Would you consider [setting up](#) a recurring gift? A recurring gift helps us plan for the future and steward our resources effectively. We are a tax-exempt nonprofit, which means you will be able to write off your donations to Fuel Church on your taxes. We'll send you a receipt at the end of the year that shows your total amount given.

Thank you again for your generosity. We'll be in touch with you next month to share with you all that God is doing in our church.

Paul Peterson, Executive Pastor