

# How Email Automation Can Improve Ministry Communication

From [Church Marketing Sucks](#) // Templates by [Scott Magdalein](#)

## Email Automation Template: New Givers

1. Thank you
2. Why giving matters to you
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### Thank you

Subject: Thank you for giving

Hi [name], we processed your offering today. I want to personal express my thanks to you for your gift. It means we are both in this together "to know God and be changed by Him in a way that will change the world."

I don't take it lightly that you've trusted us to steward your gifts well. I promise we will always use your offering to further the mission of Jesus in Jacksonville and around the world.

Also, at the end of the year you will receive a receipt for your offerings that you can apply to your tax filing as charitable giving.

God bless you and your family.

Sincerely,  
Pastor Spike

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### Why giving matters to you

Subject: Why giving is good for you

Hi [name], you started giving financially to Jesus through Chets Creek Church last week and we couldn't be more thrilled to be joined with you in Jesus' mission! I guarantee the ministry of Chets Creek will benefit from your generosity.

But we're not the only ones who will benefit. By faithfully displaying a Jesus-like generosity, you are lined up to benefit as well.

Now, we don't believe that giving money to God is like an ATM. You won't get 10x return on your tithe. That's not how God's economy works.

What we do believe is that God blesses those who keep Him above all else. Giving to your church is a great way to demonstrate that obeying God is more important to you than your money is.

The results is spiritual blessings: increased faith, greater patience, wisdom, etc. So many people also testify that giving to God financially somehow also creates margin in their own finances.

I have never heard of a believer who gives biblically and regrets it later. I'm happy for you and thankful for you at the same time.

Sincerely,  
Pastor Spike

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### **Why giving matters to others**

Subject: Why giving is good for others

Hi [name], you started giving financially to Chets Creek Church last week. That usually means you already know that giving is an act of obedience and that it also has personal benefits for you. But sometimes it's hard to know how your money is benefiting others when you give to a church.

Let me tell you about someone in our congregation who was blessed by your gift.

Ted is a young man who is new to his faith. He comes on Tuesday nights to our Young Adults ministry gathering. At that gathering, Ted is able to participate by sharing a free meal, singing in worship, studying the Bible, praying for one another and being prayed for, and connecting with other Christians.

Ted's experience is only possible because you are generous with your money. That's how we provide the food, the room, the free Bible he got, and the air conditioning to make it all bearable.

So, thank you.

Sincerely,  
Pastor Spike

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### **Where your money goes**

Subject: Where your money goes when you give

Hi [name], sometimes it feels like, when you give to a church, it disappears into a black hole of line item budgets. We recognize that and want to give you a better insight into where your money is being used for ministry.

We also want to be fully transparent about how your money is allocated. So, here is a link to our annual budget. [\[link here\]](#)

We hope you have confidence that your generosity is being stewarded well and that you can trust us to handle your gifts with integrity.

Sincerely,  
Pastor Spike