

End of Year Giving

Christmas also provides a window of opportunity that isn't available throughout the rest of the year. Yes, you got it: people are more willing to be generous and kind during this time of year.

In fact, did you know that the last 48-hours of this year, charitable organizations including the church will receive 10% of all generous donations? According to a 2014 article in the [New York Post](#), that's approximately \$625 million an hour for the final two days of December for a total of \$30,000,000,000 in such a short period. And that was three years ago!

I came across this resource from unseminary, web-based resource for church leaders, a to help you to give people in your congregation the opportunity to be kind and generous: **Send an email to all of your people during the last 48 hours of the year, asking them to invest in the mission of your church.**

Sending an email to your church community, in the last two days of the year, will encourage your people to give to the good things that are happening at your church. It also reminds people, when they are thinking about their last-minute giving, of the extraordinary ministry of your congregation and inspires them to participate in the plans.

If we're honest, we'll admit that they're at least three reasons why people wait until the last 48 Hours of the year to give:

1. **Taxes.** People wait until this time of year because December reminds of them that gifts offered at this time of year can be written down against their income tax.
2. **Businesses.** Related to taxes, many business owners need to wait until the end of the year to observe how their businesses performed so they can plan their giving in such a manner that it minimizes personal and corporate taxes.
3. **Procrastination.** People can sometimes be lazy. We're called to shepherd our people, and sometimes the sheep are slow moving animals and need a little encouragement.

Below is a template of an email that you can copy and paste, to send to your entire church community. While sending this email, I encourage you to send it to as broad a possible group that you can. This email is not something to be shy about posting to people. Send it to everyone you on your contacts list!

SUBJECT: As we close out the year ...

Dear David & Deborah,

As the year 201x winds to a close, I merely **wanted to send you a quick email to remind you of three compelling things that happened at our church this year.** These are directly related to the investment, which our people have made in the mission; so, you've got a big part in this.

The student ministry (you may insert whatever ministry that fits) continues to grow on Wednesday night. This fall, we had more kids out for these events than we've had in a long time. **It's exciting to see so many young people connecting with Jesus!**

Our Christmas Eve services made a real impact. (You may insert the number of attendees for your morning, evening services or both) After this year's worship experience, **I received several phone calls, texts and emails from people telling me about the huge difference it made in their lives.** I'm thankful that God is using our ministry to impact all kinds of people!

Remember, when we had that mission trip to Mexico? (You may insert whatever community outreach or service engagement that fits) I am incredibly proud that we're the kind of church that **looks beyond ourselves to spread God's love past the four walls of our church services!**

Thank you for being a part of what God is doing through (insert your church name here). Your giving to our ministry this year has made all the difference!

As we come into these last few hours of the year, I'm wondering if you'd be willing to make a final gift to the mission of our church? **We rely on faithful giving from people like you, and your donation today would help us start next year off healthy.** It would be our honor if you could give a gift as we ring in the New Year!

Thank you for your generosity. It means a lot to us.

The best is yet to come!

Pastor (Place your name here)

P.S. All gifts given to our church, whether given online or dropped in the mail before the end of December 31st, are 100% tax-deductible.