

# Easter Giving Toolkit

A quick guide to help your congregation grow consistent givers with Givelify

Since Easter is one of the most attended worship services of the year, you have a prime opportunity to connect with your congregation in a meaningful way.

Many of your visitors and congregants may have the desire to grow deeper in their faith but don't know how or where to start. Givelify is here to support you in helping your congregation strengthen its connection to faith through giving.

We've created a quick toolkit of best practices and resources for your ministry team to further leverage the Easter season so you can turn one-time givers into faithful stewards.



# What's in your Easter Giving Toolkit?



## [Giving Time templates](#)

Custom slides to use during service with easy instructions on how attendees can donate to your congregation with Givelify.



## [Follow-up email templates](#)

To help your congregation continue communicating and nurturing your relationship with visitors beyond Sunday services.



## [Snap-to-Give™ Guide](#)

Instructions on how to set up your custom QR code to display during service so your attendees can “snap to give” to your organization in seconds.



## [Social media templates](#)

To help your congregation stay connected with visitors on social media.



## [Givelify logo and buttons](#)

To easily add to your website and any giving time materials.

## You can make giving a joyful experience before and during Easter services:

1

### **Share how Givelify makes giving to your congregation simpler.**

By sharing the Givelify app with your Easter visitors and congregants, they can strengthen their giving habits with instant gift tracking and recurring reminders. We've created [customizable templates](#) for you to display during giving time, so your attendees can easily make a gift with Givelify. You can also use these [social media templates](#) to inform your followers who plan on visiting for Easter on how they can give.

2

### **Add a custom [Snap-to-Give QR code](#) to display during service.**

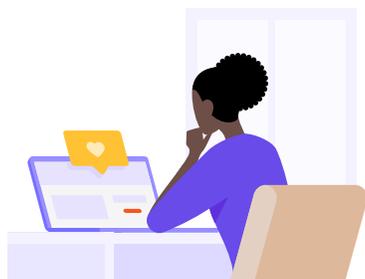
From livestreams to projectors, you can display your custom Snap-to-Give QR code anywhere. Your attendees simply point their smartphone camera at your custom QR code, and they'll be guided to give to your organization in seconds. To set up your custom Snap-to-Give QR code, contact our [support team](#).

3

### **Highlight a community outreach initiative your organization is involved in.**

According to our 2024 [Giving in Faith](#) report, community outreach is a big motivator for faith givers. [Creating an envelope](#) centered on a community outreach initiative your organization is involved in is a great way to show Easter attendees the impactful work you're doing beyond the pulpit.

# Here are a few ways you can continue engaging with your visitors and congregants following Easter:



## **Send them a personalized email after your Easter services.**

Expressing your gratitude for their presence at your services is a great start to fostering a genuine relationship. You can also send them regular updates about upcoming events, sermon series, and volunteer opportunities to keep them engaged and informed about what's happening in your faith community. We've created some [customizable email templates](#) you can use to follow up with your attendees after Easter.



## **Stay connected with attendees on social media.**

Posting recaps and updates about your services and activities can help increase familiarity and engagement with your organization. You can use these [templates](#) to share how your followers can continue supporting your congregation anytime, anywhere.



## **Encourage them to stay in the spirit of faithful generosity.**

Research from Indiana University's Lake Institute on Faith & Giving revealed that places of worship that taught giving monthly saw a 73% increase in monetary gifts. That figure grew to 90% for places of worship that taught giving on a weekly basis. Our [Giving App Guide](#) gives a complete rundown on how your congregants and visitors can use Givelify to easily – and consistently – support your faith community's mission.

Make this Easter your launchpad to [grow consistent givers](#) in your congregation all year round! Let's continue doing more good together.