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How to Use the Holiday and Year-End Giving Resource Kit

This packet walks through the different ways you can use and edit the resources included in this kit as well as ideas to promote Thanksgiving, Giving Tuesday, Advent, Christmas, and Year-End Giving.

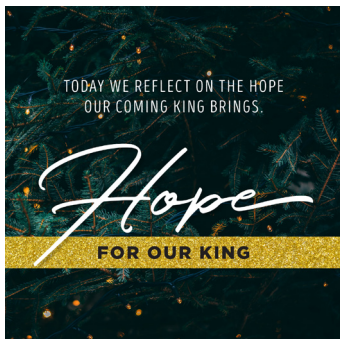
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If you have any questions or comments about this resource kit, or would like help customizing a resource, please contact Andrea at andrea@alwfumf.org.

Theme Design

The 2024 theme includes resources for everything you need to promote Advent, Christmas, and Year-End Giving (and even blank images for you to create your own designs). Samples of the 2024 Christmas theme are featured below.



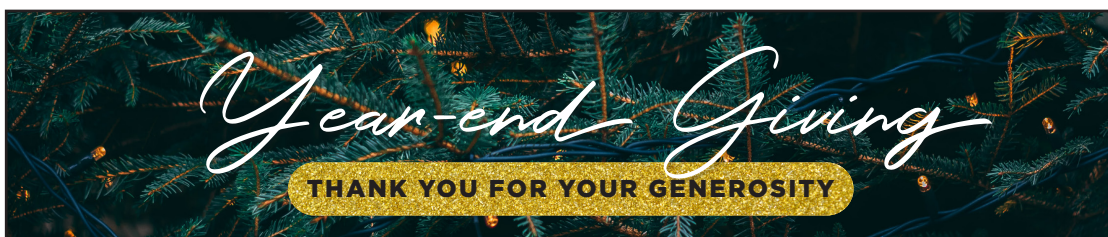
At the end of the year and through the Advent and Christmas season, we often express our gratitude to God by giving to others. Through careful consideration of the timing and type of gift, your charitable gifts can make a bigger impact, or you may even make a gift you did not think was possible.

We are able to offer a variety of giving options that benefit our church and ministries through the Foundation's services to churches and individuals:

- **Outright Gifts of Cash**
- **Gifts of Stocks and Bonds**
- **Gifts from an IRA QCD**
 - **A Bequest in a Will**
- **Donor Advised Fund Gifts**
 - **Life Insurance Gifts**
- **Retirement Plan Asset Gifts**
 - **Charitable Gift Annuity**

Make a year-end gift by December 31, 2024, to experience the joy of giving now and also receive potential tax benefits. To learn more about different year-end giving options or ways to support our church at the end of the year, contact the church office or visit www.alwfumf.org/ways-to-give.

This publication is for general information purposes and is not a source of legal or tax advice. Individuals should consult professional advisors regarding all appropriate matters. Specific tax benefits depend on your personal tax situation and how you report your gift.



<p>Name: _____</p> <p>Address: _____</p> <p>City: _____ State: _____ Zip Code: _____</p> <p>Preferred Phone: _____</p> <p>Email: _____</p>	<p>Please consider a gift of:</p> <p><input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$200</p> <p><input type="checkbox"/> \$300 <input type="checkbox"/> Other \$ _____</p> <p><input type="checkbox"/> Online Recurring Gift</p> <p><input type="checkbox"/> Stocks/Securities Gift</p> <p><input type="checkbox"/> IRA QCD Gift</p> <p><input type="checkbox"/> Wills Bequest/Estate Planning Gift</p>
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Bulletin Insert

The bulletin insert/flyer resource can be used in the Sunday morning church bulletin or printed as a flyer to promote year-end gifts.

The editable PDF can be easily modified in Adobe Acrobat (see below).



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To edit the file, you will need to open the "Year-End Giving Bulletin Insert Editable.pdf" in Adobe Acrobat. You can edit the areas highlighted in blue to add your own custom text and church contact information. Simply click the editable areas and type in your church information to replace the sample information. Next, save the file and print it.

Note: If you enter your information on the left bulletin insert, it will automatically update the bulletin insert on the right.

Year-End Card

The year-end giving card is designed to encourage year-end gifts. It can be mailed with the bulletin insert/flyer, placed in the bulletin, etc. as a way of letting your congregation know the different ways they can support your church at the end of the year.

Year-end Giving
THANK YOU FOR YOUR GENEROSITY

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Preferred Phone: _____
Email: _____

Please consider a gift of:
 \$50 \$100 \$200
 \$300 Other \$ _____
 Online Recurring Gift
 Stocks/Securities Gift
 IRA QCD Gift
 Wills Bequest/Estate Planning Gift

Year-end Giving
THANK YOU FOR YOUR GENEROSITY

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Preferred Phone: _____
Email: _____

Please consider a gift of:
 \$50 \$100 \$200
 \$300 Other \$ _____
 Online Recurring Gift
 Stocks/Securities Gift
 IRA QCD Gift
 Wills Bequest/Estate Planning Gift

Year-end Giving
THANK YOU FOR YOUR GENEROSITY

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Preferred Phone: _____
Email: _____

Please consider a gift of:
 \$50 \$100 \$200
 \$300 Other \$ _____
 Online Recurring Gift
 Stocks/Securities Gift
 IRA QCD Gift
 Wills Bequest/Estate Planning Gift

The full page file is designed to be printed on cardstock paper then cut into three individual cards. A single pledge card is also available for professional printers. This file is not editable. To request modifications to this resource, please email Andrea at andrea@alwfumf.org.

Images and Graphics

Website, Social Media, Email, Newsletter, and More

Pages 4-6 feature different types of resources available in this resource kit: “Social Media Post” and “Email Header and Projection Slide” images. We recommend using these resources on the homepage of your church website, in a church website blog or newsletter, and on your church Facebook/Instagram/Twitter pages.

Customize an Image or Graphic

Most images (like the “Social Media Post” image below) include space to add more information to the image. To do this, you can use programs like Canva, Microsoft Office, Microsoft Publisher, or Adobe Express to edit these images.

- **Canva:** www.canva.com
 - Canva Tutorials: www.canva.com/designschool/tutorials/getting-started
 - Free access to Canva with Canva for Non-Profits: www.canva.com/canva-for-nonprofits
- **Adobe Express:** www.adobe.com/express
 - Adobe Express Tutorials: www.adobe.com/express/learn/tutorials
- **Church and Stock Photos:** If you are interested in creating your own images, the websites below provide free stock photo websites to do this. Simply download a photo and use Canva, Adobe Express, or another option above, to create your image.
 - <https://freelyphotos.com/>
 - <https://unsplash.com/>



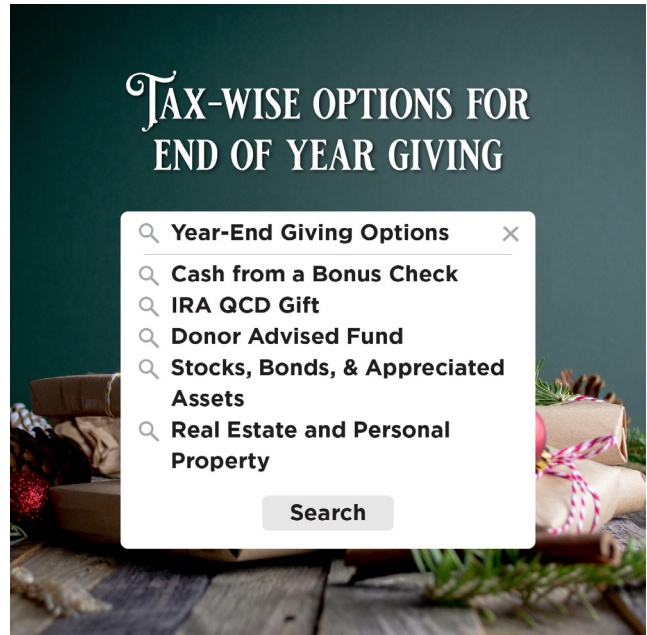
Social Media Posts (Facebook, Instagram, Twitter, and Google Business)

Social media posts are generally square and great for use as a Facebook, Instagram, Twitter, or Google Business post. Be sure to include other information or details about your giving emphasis or special worship services. See page 4 for more information about adding custom information to these images.



Sample Text:

You are invited to Christmas worship at First Church Mobile! Join us Dec. 24 at 5 pm for communion, a special performance from our Children's Ministry, and singing of some favorite holiday hymns.



Sample Text:

Did you know that there are a variety of ways you can give at the end of the year to support our church, bless others, and benefit from tax deductions?

Email Headers, Event Images, and Projection Slide Images

Email headers, event images, and projection slide images are generally landscape rectangles and are great for use in church-wide emails, church website or church blog posts, as projection screen slides, and Facebook events.

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>

Send an Email to Your Congregation:

Using an online program like MailChimp or Constant Contact (or your church email provider) you can send an email that includes details about your event to your congregation.

Sample Email/Facebook Event:

Be sure to include the email/event header as well as details about your event. When is the event? What time is the event? Where is the event? Is there anything you want people who are coming to the event to know?



Event Title or Email Subject: Christmas Eve Worship

Event Details: You are invited to Christmas worship at First Church Mobile! Join us Dec. 24 at 5 pm for communion, a special performance from our Children's Ministry, and singing of some favorite holiday hymns.