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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, Year End Giving, and Epiphany.

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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 (Option 1)

Each 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 Option 1 theme are featured below.



Year End Giving

WAYS TO BE GENEROUS IN 2025

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 type of gift and timing, 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, 2025, 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/

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.

Year End Giving

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Please return this commitment card to the church office.

I would like to give:

☐ One time gift of \$ _____

☐ Online Recurring Monthly Gift

☐ Stocks or Bonds ☐ IRA QCD Gift

☐ Retirement Plan Assets

☐ Life Insurance Beneficiary

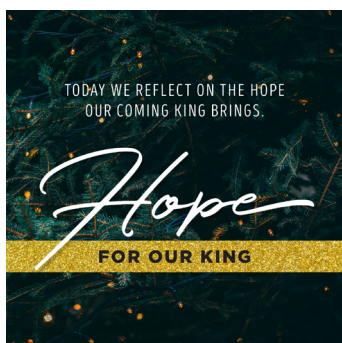
☐ Donor Advised Fund

☐ Charitable Gift Annuity

☐ Bequest in a Will

Theme Design (Option 2)

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A rectangular graphic with a dark green background featuring pine branches and gold lights. The words "Year End Giving" are written in a large, white, cursive script. Below this, a gold textured banner contains the text "THANK YOU FOR YOUR GENEROSITY" in a white, sans-serif font.

Name: _____	I would like to give:
Address: _____	☐ One time gift of \$ _____
City: _____ State: _____ Zip Code: _____	☐ Online Recurring Monthly Gift
Preferred Phone: _____	☐ Stocks or Bonds ☐ IRA QCD Gift
Email: _____	☐ Retirement Plan Assets
	☐ Life Insurance Beneficiary
	☐ Donor Advised Fund
	☐ Charitable Gift Annuity
	☐ Bequest in a Will

Please return this commitment card to the church office.

Bulletin Inserts

Bulletin inserts are included for Thanksgiving, Giving Tuesday, Christmas, and Year End Giving. Each bulletin insert/flyer resource can be used in the Sunday morning church bulletin, printed as a flyer, or mailed to promote your holiday services and giving options.

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



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Open each file in Adobe Acrobat to make changes (samples of all the bulletin inserts are included on page 4). 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.

Preview of All Bulletin Inserts



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 type of gift and timing, your charitable gifts can make a bigger impact, or you may even make a gift you did not think was possible.

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Join us for Christmas worship!

Christmas Celebration • December 21

Join us immediately after 10am Worship for a Christmas potluck! Bring your favorite dish to share and enjoy a time of fellowship.

Christmas Eve Worship • December 24

Join us for our annual Christmas Eve communion service at 6pm in the Sanctuary.

First Church • Dothan, AL
www.firstchurch.com/christmas

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Join us for Giving Tuesday!

Giving Tuesday is a global generosity movement focused on radical generosity. Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts, and everyone has something to contribute toward building the better world we all want to live in.

This year, our church is partnering with our local food pantry to collect financial and canned good donations to provide holiday meals for those in need within our community.

Thanks to an anonymous donor, all financial gifts marked "Giving Tuesday" will be matched up to \$10,000! Contact the church office to learn more and pledge your gift!

*Donations over the \$10,000 goal will go into our church endowment fund.

DECEMBER 2, 2025

HAPPY THANKSGIVING

We are thankful for you! Our generous congregation has been a blessing this year through prayers, presence, gifts, service and witness. Together we are daily working to share the life-changing message of Jesus with everyone we encounter to make a difference in our church, community, and the world. If you would like to contribute to our 2025 ministry, there are several ways listed below to get involved!

More Ways to Help Through Year End

- Give through our church to support COMMUNITY PROGRAM NAME on Giving Tuesday (Dec. 2)
- Donate canned goods for our holiday meal ministry
- Make a pledge through our year end giving campaign (more details coming soon)

To learn more about these, and other opportunities, contact the church office!

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 return this commitment card to the church office.

I would like to give:
☐ One time gift of \$ _____
☐ Online Recurring Monthly Gift
☐ Stocks or Bonds ☐ IRA QCD Gift
☐ Retirement Plan Assets
☐ Life Insurance Beneficiary
☐ Donor Advised Fund
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Name: _____
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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.

Preview of All Year End Cards

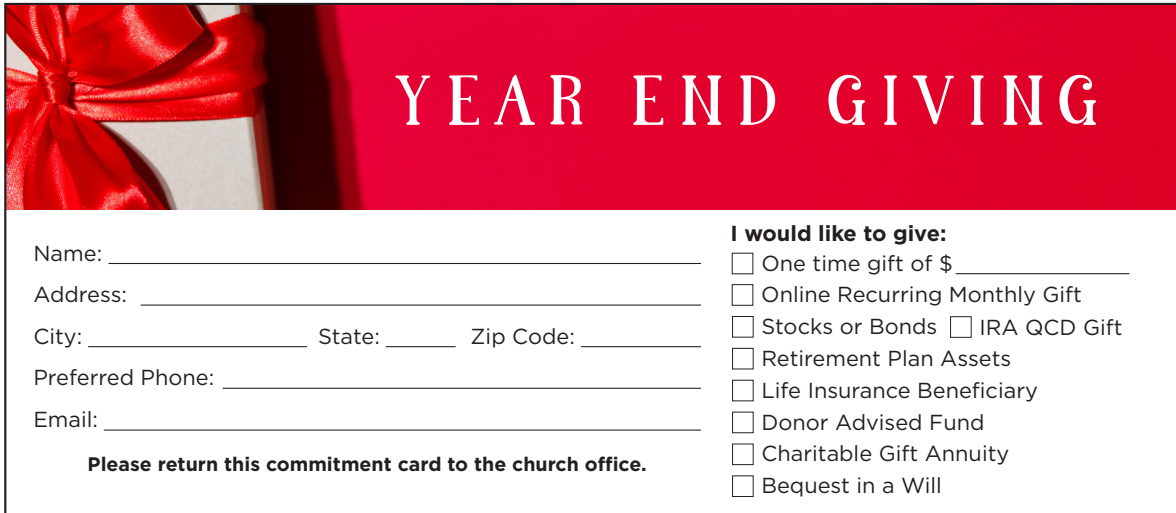


Year End Giving

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

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Images and Graphics

Website, Social Media, Email, Newsletter, and More

Pages 7-9 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 social media pages (Facebook, Instagram, X/Twitter, LinkedIn, Google Business, and other social media 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, Adobe Express, Microsoft Office, and other image editors.

- **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 image editor, to create your image.
 - <https://unsplash.com/>



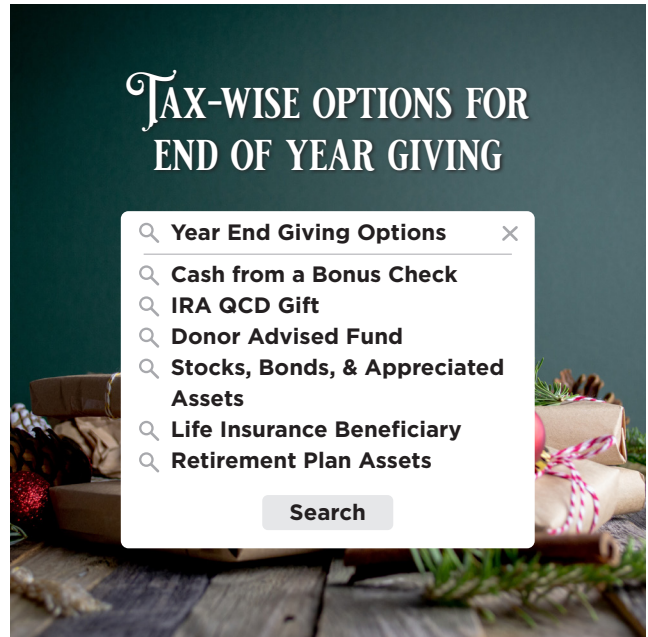
Social Media Posts

Social media posts are generally square and great for use as a Facebook, Instagram, X/ Twitter, LinkedIn, or Google Business post. Be sure to include other information or details about your giving emphasis or special worship services. See page 7 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. 24th at 5pm 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?

Contact the church office to learn more!

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 events on Facebook, LinkedIn, and Google Business.

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. 24th at 5 pm for communion, a special performance from our Children's Ministry, and singing of some favorite holiday hymns.