

3 Steps to Get Ready for Easter



Goal:

- Grow volume by 10% over prior year's Lent for current clients
- Now until April 9

Engagement Strategy:

Get churches to act on 3 elements for a successful Easter for giving:

- 1) Promote giving by telling your story
- 2) Make your donation page shine
- 3) Promote a QR code to make it easier to find your giving page
- 4) Communicate:
 - 1) 1:1 meetings
 - 2) Emails with tips and guides

Tell Your Story

Goal: Promote giving by telling your story of the impact you are trying to make

Actions for the church:

- Promote giving in existing digital communication channels with your members (Email, Facebook, website, lobby screens, in-service screen)
- Print promotional materials (bulletin, pew cards, posters, new member materials)
- Communicate about the importance of recurring giving
- Use provided templates from Easter Kit to customize for use

Engage With Your Website

Goal: Optimize your online giving page and placement on your church's website

Actions for the church:

- Using Vanco Online
- Have their giving page linked and visible from their homepage
- Are using non-stock images
- Are telling a story about the fund and its desired impact from the donation

Make Giving Easy

Goal: Promote a QR code to make it easier to find your giving page

Actions for the church:

- Create a QR code for one or specific titles to include in digital and print materials.
- Promote the impact of recurring giving