

# Promoting Online Giving in Your Church

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## 1. Customized Church Giving Webpage:

- a. This is a direct hyperlink to your church's *personalized* giving page, which can easily be added to your webpage or social media. This link will take you directly to your own customized giving page. Should you find it beneficial to your church, we can also further customize your page with designations specific to your church's needs.

## 2. A Promotional Flyer:

- a. A digital flyer to add to your weekly bulletin introducing the online giving service to your congregation.

## 3. Personal Testimony:

- a. We encourage you to try out the webpage by giving a \$5 donation to your church. This will allow you to share with your church about the simplicity of this new giving option.

## 4. Digital Advertising:

- a. A PowerPoint slide can be created with the promotional flyer content. This can easily be added to your on-screen announcements, introducing the online giving setup process for one-time or recurring gifts to your church.

## 5. E-Blast Introduction for the Church Congregation:

- a. An E-Blast announcing the church's online giving opportunity with the promotional flyer content can be an impactful way to promote this new giving option. This email will assist in introducing the online giving system, as well as provide a summary of how to enroll. It will address the concern of online giving safety by reinforcing that the process is 100% safe, meets all standards employed in the banking industry, and is backed by the Louisiana Baptist Foundation.

