

Marketing Assets

When you come back from a fishing trip with a cooler full of trout, it's not because you sat around waiting for fish to jump in your boat. You had to make focused decisions on the best spot to cast, types of bait, time of day, and a variety of other factors. These decisions increased the likelihood that you'd attract fish, and similar measures must be taken with your messaging.

This is where your marketing assets come into play. People will not typically stumble upon your messaging on accident. Even companies like Starbucks and Apple - which focus heavily on customer experience - would be unknown without the right marketing assets. We'll now discuss a few tools you need as a church leader to increase giving in your ministry.

Donation Landing Page

The most important marketing asset you may have is your website's **donation landing page**. The donor experience on this page will dictate whether you receive a contribution or just another number on your website's visitor count. DonorWerx has included the anatomy of a secure give donation page in our Marketing Assets download to help you get this right.

Website Links

You'll also find a graphic example of a website menu in those download materials. This will show you how **website links** can be used as powerful marketing assets on your pages. Once someone lands on any page of your website, these links can guide them towards giving.

Social Media Posts

Of course, marketing doesn't just happen on your website. This is why you'll also find 10 **social media posts** within the Marketing Assets download. You can post these directly to your Facebook page and on other social platforms - typically with minimal customizations - to increase donor engagement. Remember, social media is a marketing tool that can't be overlooked.

Social Media Profile Graphics Examples

Even with the most engaging posts on social media, though, your ministry can still drop the ball if your main pages don't look appealing. That's why you'll also find several **social media profile graphic** examples in our Marketing Assets download. These will include profile covers featuring a snapshot of giving pages. This reminds congregants to give and lets them know that the page they land on is reputable.

Messaging Examples

Of course, messaging doesn't stop simply because a donor has made it to your pages. Communication with your congregants must be constant and consistent, and that's why we've also included **messaging examples** in our resource downloads. These will help you understand how and why you should show your donors what their money is going towards. This knowledge will make them more comfortable and enthusiastic about giving.

Pastor Video

This really all comes down to keeping your congregants “in the know.” If they know where their money is going, they’re more likely to give. Of course, one of the best ways to accomplish this is by recording a **pastor video**. You can utilize the announcement script we’ve provided, and feel free to customize this video to your ministry.

Announcement Emails

Once you’ve got a great video, website content, and social media posts ready to go, your campaign should be ready to kick off - right? Well, almost... but not quite yet. You have to remember that one of the best ways to get your messaging out is through **announcement emails**. This will alert everyone in your church even if they don’t visit your website or social pages. DonorWerx has also included the emails you should send in our downloads.

Email Marketing Cadence Drip Sequence

On top of these ready-to-go email messages, you’ll also find our **email marketing cadence drip sequence**. This will explain to you the importance of proper timing when sending out your messages and provide a graphic showing an example of how to do this correctly.

Bulletin and Mailer Inserts

If all this talk of digital assets has you wondering about the old way of doing things, fret not. It’s important to realize that some traditional methods of increasing giving in your ministry are still effective. That’s why our Marketing Assets download also includes **bulletin and mailer inserts**. Because nothing that has proven its effectiveness over time should be ignored.

Short URL

Now that we've touched on the old ways, let's jump right back to the "now way" by mentioning **short URLs**. We've included information on this in the DonorWerx Marketing Assets download, but they're really just shortened versions of the links you share for your pages. These shortened links are more aesthetically pleasing than long web addresses and take up less space on social platforms.

Testimonial/Success Story Promotion

Of course, nothing is more aesthetically and spiritually pleasing than seeing success stories play out. You want to show your congregants how their donations are actually helping, and there's no better way to do this than by **promoting testimonials and success stories**. We've included a sample in our downloads, but you'll need to identify and promote a success story from your own ministry.

Signage

Once you've got a testimonial ready to go, it's important to take a step back and think of how churches have always appealed to passersby. They used **signage**, right? This is still important. Your physical signage tells a story as it always has, but you also need to think of your digital signage. This could even include a Zoom background considering how popular the messaging app became during social distancing.

Text To Give Crowdfunding Booster

This is obviously a ton of digital Marketing Assets, and fortunately, you've just got one major digital consideration left. That's your **Text To Give crowdfunding booster**. The resource provided in the Marketing Assets download will explain how to use this campaign in order to steer congregants towards digital giving without much thought.

Physical Thank-You Cards for First-Time Donors

Of course, sometimes the best tools are the simplest. Even with all the digital tools available out there, the best way to kick the donor experience off the right way is probably still an old-fashioned thank-you card. Sending a physical card to first-time donors shows them that they're valued, and it increases the likelihood of continued donations.

What's Next?

And there you have it! You may think this sounds like an excess of marketing assets, but many of them are "set and forget." Once you've got your website links and donation landing page, for instance, there isn't much need for change over time. Now that you've got these, you're almost finished with your 90-day resources!

Our next videos will go over your launch calendar, giving your donors a "seat at the table," and how to report outcomes using information garnered from SecureGive and other digital giving tools. We're in the home stretch now!