

Your Message

There are several factors at play in a successful giving campaign, but if these elements had to be assigned rankings of importance, “messaging” would likely be at the top of the list. Advanced giving tools, stellar marketing channels and a motivated team will all fall flat if you’re not sending out the right message.

During the weeks spent planning your messaging, it’s important to remember that your sole focus is the donor. This is the step that will dictate whether they feel motivated to give generously to your ministry. If you get your messaging right, you’ll have a congregation full of people who are excited to contribute.

Donor Avatars

As we’ve explained before, though, your messaging will sometimes need to vary. Your social media posts, emails announcing new campaigns, and certain other communications can often be “one-size-fits-all,” but it’s always better when you appeal to specific subsets of congregants based on their donor avatars.

The DonorWerx Framework goes into great detail about creating these avatars. These are what will help you identify what’s most important to specific congregants and utilize that information to craft the perfect message. Everyone’s experience is different, and when you acknowledge this in your messaging, you improve your odds of gaining a repeat donor.

What's in a Message?

This journey to increased giving starts with brainstorming. When creating targeted messaging, you need to look at what's important to donor subgroups and figure out how to include this in your messaging. In essence, you want to create an “elevator pitch” that is capable of being both easily explainable to congregants and crafted into your digital communications.

For your message to be successful, there are four main elements it must include. They are:

1. Where is the money going?
2. Can donors get involved in other ways?
3. Why should they be giving?
4. What do donors get out of their contributions?

This information is all a donor needs to know in order to feel comfortable giving. They want to know their money is going where it's needed, but they also need to know why their contribution is important and how they'll benefit from giving. It's also important to offer other ways to help in addition to donations. This will keep congregants actively engaged.

Practice in Action

This may seem like a ton of information, but it's fairly straightforward and can be demonstrated with a single email. If a subgroup of your congregation is younger and particularly concerned with the local homeless population, for instance, the messaging in your emails could focus on your homeless ministry.

In an email, you could include a video showing members of your church building a homeless day center thanks to donated funds. The email could simultaneously include the dates of upcoming events where the recipient could volunteer, and you could explain how helping people get off the streets helps the community improve as a whole.

This single message shows where donations are going, additional ways to get involved, why giving is so important and what donors are gaining from their donation. By crafting similarly simple messages for each of the donor types within your congregation, you're creating a messaging strategy that will continuously become more effective.

Getting Your Message Across

Whether you're utilizing targeted messaging or a one-size-fits-all announcement, though, your marketing assets will dictate your level of success. While your ability to create a simple message that conveys essential information is integral, it won't amount to much if your congregants aren't seeing it.

Do you see a theme emerging here? The fact is that every element of your campaign depends on the others. We'll discuss necessary marketing assets in upcoming lessons, but take a moment to review the included messaging worksheet we've provided. This will be an invaluable resource in crafting your messages for years to come.