

# Online Giving Campaign Checklist

Having the right tools is the first step in a successful online giving plan for your church. The next step is launching the tools effectively so that they are used. We have created a plan to help you launch your generosity campaign with supported documents to help you along the way!

## Getting Started



- Set a launch date
- Add Online Giving Button to Website
- Set up Text Giving
- Set up Kiosk Giving
- Print and Display "I gave online" cards

## Provide Instruction



- Email Congregation Set-up Documents
- Provide a How-To Session for your Members

## Advertise Your Tools



- General Online Giving Posters in Shared Areas
- Text Giving Poster in Shared Areas
- Kiosk Giving Poster in Shared Areas
- Print and Include Bulletin Inserts
- Show Launch Video during Service
- Announcement from Pastor
- Announcement to Small Groups
- Email Congregation about Launch
- Post Social Media Message/Graphic

## Post Launch



- Send handwritten note to first time donors
- Send Seasonal Emails to Congregation or Groups
- Send handwritten note to significant donors