



# Give on the Go Church Marketing Launch Plan

Mogiv’s success is entirely dependent on how well our system works for you. To help launch our platform to your congregation, we’ve put together a recommended marketing plan. Whether your church has all of these communication vehicles, or just a few, this can serve as a guide for how to introduce Mogiv to your givers *and* help online and mobile giving become part of your culture. Remember, we are just a phone call or email away if you have questions, need support or just want a friend to talk to. We’re excited to see your church grow your giving!

	<b>Pre Launch</b> <i>(1-2 weeks before)</i>	<b>Launch</b>	<b>Post Launch</b>
Sunday Bulletin	<ul style="list-style-type: none"> <li>• Text “ad” or mention</li> </ul>	<ul style="list-style-type: none"> <li>• Graphics ad</li> </ul>	<ul style="list-style-type: none"> <li>• Permanent mention in bulletin about how to give</li> </ul>
Sunday Announcements (live or video)	<ul style="list-style-type: none"> <li>• Coming soon announcement</li> </ul>	<ul style="list-style-type: none"> <li>• Launch announcement</li> </ul>	<ul style="list-style-type: none"> <li>• New ways to give included before offering prayer</li> </ul>
Lobby / Foyer	<ul style="list-style-type: none"> <li>• NA</li> </ul>	<ul style="list-style-type: none"> <li>• “Launch” signage near any giving receptacles</li> <li>• T-shirts for greeters promoting new giving</li> </ul>	<ul style="list-style-type: none"> <li>• Ways to Give signage near any giving receptacles</li> </ul>
Website	<ul style="list-style-type: none"> <li>• “Coming soon” banner on home page</li> </ul>	<ul style="list-style-type: none"> <li>• “New ways to give” link / banner on home page - directs to online giving page</li> </ul>	<ul style="list-style-type: none"> <li>• Permanent link from home page to giving page</li> </ul>
eNewsletter	<ul style="list-style-type: none"> <li>• NA</li> </ul>	<ul style="list-style-type: none"> <li>• Graphics or text ad with link to new online giving page</li> </ul>	<ul style="list-style-type: none"> <li>• Permanent “ad” or link to online giving page</li> </ul>
Printed Flyer	<ul style="list-style-type: none"> <li>• NA</li> </ul>	<ul style="list-style-type: none"> <li>• Bulletin insert or flyer handed out separately</li> </ul>	<ul style="list-style-type: none"> <li>• Only as needed with launch of new campaigns</li> </ul>
Printed Newsletter	<ul style="list-style-type: none"> <li>• NA</li> </ul>	<ul style="list-style-type: none"> <li>• Launch announcement &amp; instructions on how to set up account</li> </ul>	<ul style="list-style-type: none"> <li>• Only as needed with launch of new campaigns</li> </ul>

# Give on the Go

## Sample Messaging & Graphics

### Sample Messaging

#### Coming Soon Message:

Starting on [launch date], we have a new, convenient way for you to support [name of church]! You'll be able to give online, set up recurring gifts and even text or email to give right from your mobile phone! Stay tuned for more details!

#### Launch Message:

Give on the Go! Now you can support [name of church] whether you're in church, at home or on the move! Just go to [your Mogiv URL], set up an account and give online or via email or text from your mobile phone. You can also set up recurring gifts and track your giving. It's that simple! If you have any questions, contact [Stewardship department name or contact] at [phone and/or email].

#### Text & Email To Give Message:

For your convenience, [name of church] now offers a mobile giving option. From your phone, you can simply text or email your tithe/offering amount (e.g. "30") to [name]@[mogiv.com](http://mogiv.com). Following your first gift, you will be walked through a simple registration process by our trusted partner, Mogiv™. After that, you will be able to give to [name of church] anytime from your phone. (Note: If emailing a gift, please enter the amount in the subject line.)

### Sample Graphics

#### Printed Flyer

[Download customizable PDF.](#)

Specs: 5x7; recommended paper: 14 PT ultra-thick cardstock or 100 lb glossy paper.

For printing, we recommend using [NextDayFlyers.com](http://NextDayFlyers.com).

#### Ways to Give (bulletin and/or newsletter graphics)

[Download graphics.](#)

