



Launch: Letter/E-mail to Current Digital Givers



Dear ,

I want to personally thank you for your faithfulness both in heart and in generosity. You are joining with hundreds/thousands of others at **(your church name here)** to extend the kingdom both here and around the world.

We are on the verge of entering a new and exciting season of ministry. In the days ahead you will hear us speaking about a new digital giving platform called Generosity by LifeWay. It is going to be a lot of fun as we launch into this new venture and I want you to be one of the first to know.

This new platform is going to provide both a convenience and creativity to how we give moving forward. You will be able to give anytime, anywhere, and while giving almost anything. I have to say, I just love this technological age we live in and all the kingdom benefits it provides. You will be able to continue to give online as you have been doing, but now you will also be able to give by text or app. You will also be able to give noncash gifts which is incredibly innovative.

We will be explaining more in the days ahead, but here is an important first step. As we move to this new giving platform, we need your help. If you could, please go to **(your church website here)** and click the "Giving" button. Once on the Giving page you will need to create a new profile and login which you can find on the embed. Once this step is complete you can reset your usual gift of \$_____ on the _____ and _____ of each month. Thank you for your assistance with this. You will only have to do this step one time and you will be off and running.

Feel free to explore the new giving options of text and app giving. We have enclosed a brief FAQ and instruction document to help you. If you have any questions, please e-mail or call at **(your church administrator's information here)**. Thanks so much for your faithfulness and generosity.

Blessings,