



# Celebrate: Top 10 Giving Web Page Elements



Here are some best practices to consider when establishing your church's giving web page. It is a place to reiterate all you have been saying and teaching publicly. Do not feel the pressure to create new language, but continue to lead consistently with vision, the Generosity Pathway, and a tone of celebration.

**1. Be brief.** The more content, the more complication. Speak as though you are speaking to a first time or beginning giver.

**2. Begin with a few sentences of celebration, appreciation, and impact.** Include a positive affirmation scripture related to generosity. Avoid guilt, obligation, law, and duty type language.

**3. Include a 60 second video from the pastor.** He should thank the giver for their willingness to give, assure them their gift is secure, and that it will go 100% toward the vision.

**4. Include a link to commonly asked questions.**

**5. Include pictures, videos, or testimony sound bites of where generosity makes an impact through your ministries, into your city, and around the world.**

**6. Provide a brief description of:**

1. Ways you can give

- a. Text
- b. App
- c. Online

2. Where you can give

- a. Budget
- b. Designated accounts

3. How you can give

- a. One time
- b. Recurring
- c. Noncash

**7. Use an easy link so givers can use to ask questions to the finance office.**

**8. Include any disclosures or certifications to communicate financial accountability.**

**9. Provide a link to the Annual Report, Quarterly Reports, and/or Budget Overview.**

**10. Embed a "Give Here" button to make a gift and set up an account.**