

How to Announce Your New Giving Solution

Best practices

- Explain that you're introducing an entirely new system that will affect all donors
- Share the reasons why your organization chose Subsplash Giving:
 - Most affordable solution on the market—the church keeps more!
 - Fast, easy, simple
 - Safe, secure
 - In-app, web, text-to-give
- Make it clear when the old system will be shut down
- Ask donors to transition their gifts as soon as possible—perhaps even during the service!

Sample script #1

“Our church app is a great way to stay in touch with our community. Listen to sermons you might have missed, read our church blog, or stay in touch with prayer requests. And now, we have our church giving incorporated right in the app. It takes just a minute to set up and then just a few seconds each time you give. I also encourage you to set up a recurring gift on a schedule each month. Your generous and consistent gifts are appreciated and vital to ministry in our community.”

Sample script #2

“I don't know if you've downloaded our church app yet but I encourage you to do so. I've found it to be really handy, if I miss church, to catch up on the sermons. It really makes you feel a greater part of community [mention other features your church is utilizing i.e., the Bible, prayer section, digital bulletins]. We now have our church giving incorporated right in the app. It takes just a minute to set up and then just a few seconds each time you give. We have a recurring gift feature so you can schedule your tithe each month.”