

# *3 Steps to Engage Your Entire Church with Smart Giving*

**Kindrid**  
Smart Giving

Invest 10 minutes to read through these instructions and we *promise* you'll thank us later.

Page 3

## 1. *Update your website*

Clearly display your Smart Giving Number and Smart Giving Link on your church's website.

Page 7

## 2. *Demonstrate on Sundays*

Pastors, use Smart Giving live in a Sunday service! Show your givers how they can instantly participate in your church's vision.

Page 9

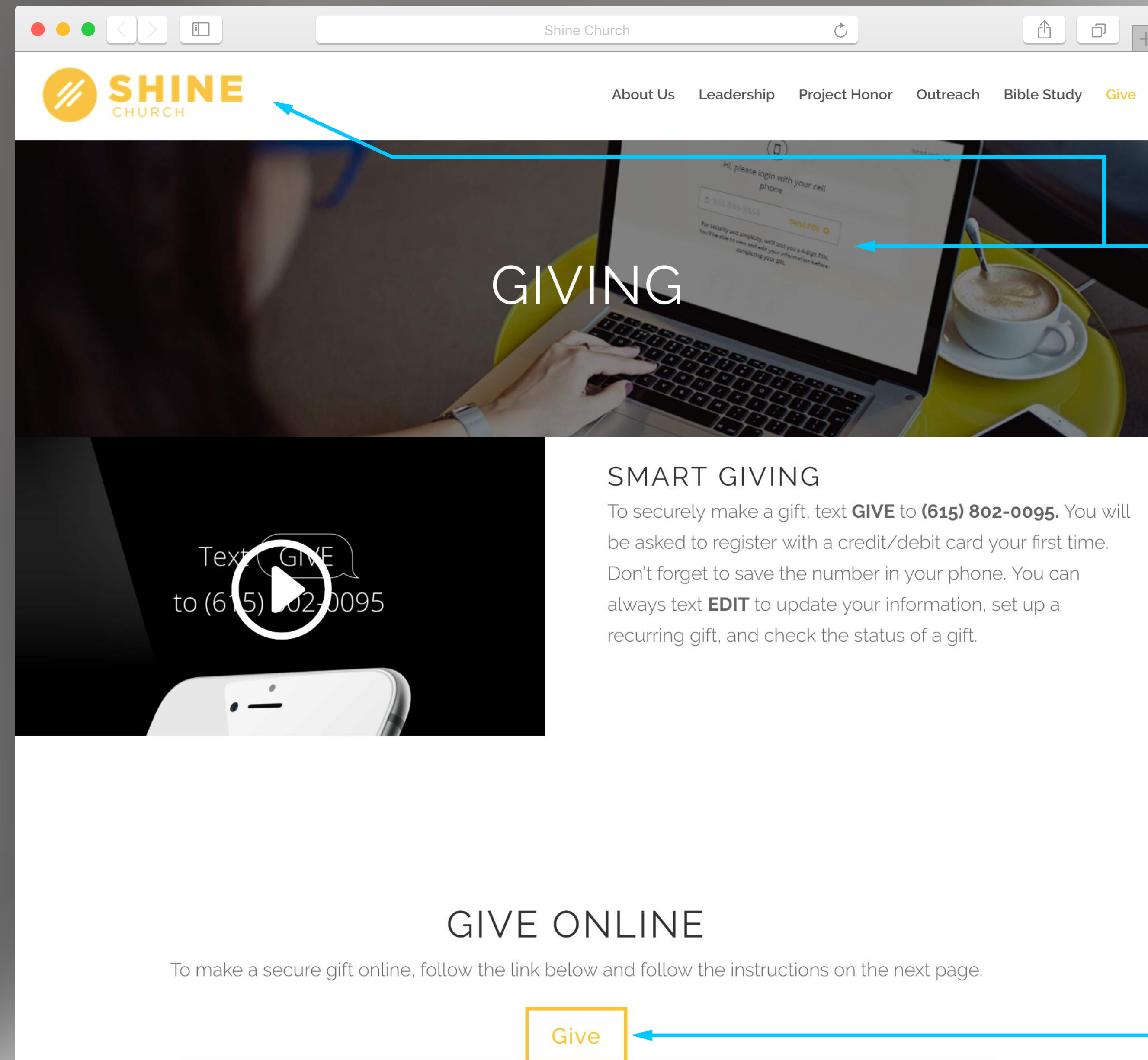
## 3. *Be consistent in follow up*

Each service, remind your givers how to use Smart Giving. Add information about Smart Giving into emails, announcement bulletins, newsletters, social media, etc.

A blue-tinted photograph of a group of young people gathered around a smartphone, looking at the screen with interest. The image is used as a background for the text.

# ***Step 1***

## *Update your website*



#### WONDERING ABOUT TIMELINE?

Every church is different. Take as little or as long as you need to successfully introduce Smart Giving to your church. We recommend launching 4 weeks, at the latest, from the time you complete account registration!

*Your website should serve as an immediate action point to give to the vision of your church. Adding Smart Giving instructions will make it easy for your givers. Check off the following boxes to ensure the highest level of engagement at your church.*

☐ **Customize the appearance of Smart Giving to match your church's brand: [Follow these instructions!](#)**

☐ **Add your online Smart Giving link to your "Give Now" button: [Learn how to add your giving link!](#)**

☐ **Put a description of Smart Giving on your church's website giving page**

*We highly recommend placing an overview of Smart Giving on your website, including how to add a bank. It's important your givers know the ways they can give, in the clearest, most concise way. We have out-of-the-box, custom materials that look great on your website's giving page.*

Here's what we suggest you say:

//

Smart Giving is a simple way to give as an act of worship, whether you're in service, at home, or on the go. With Smart Giving, you can securely make designated, one-time, and recurring gifts by text or here on the web. Smart Giving supports all major credit/debit cards, as well as ACH (bank account) giving.

NEED SOME INSPIRATION?

- [Lakeshore Church's giving page](#)
- [Shine Church's giving page](#)

## WHAT IS SMART GIVING?

Smart Giving is a simple way to give as an act of worship, whether you're in service, at home, or on the go.

[Learn More](#)

DOWNLOAD!

- Video: "How to give by text"
- Custom Engagement Materials

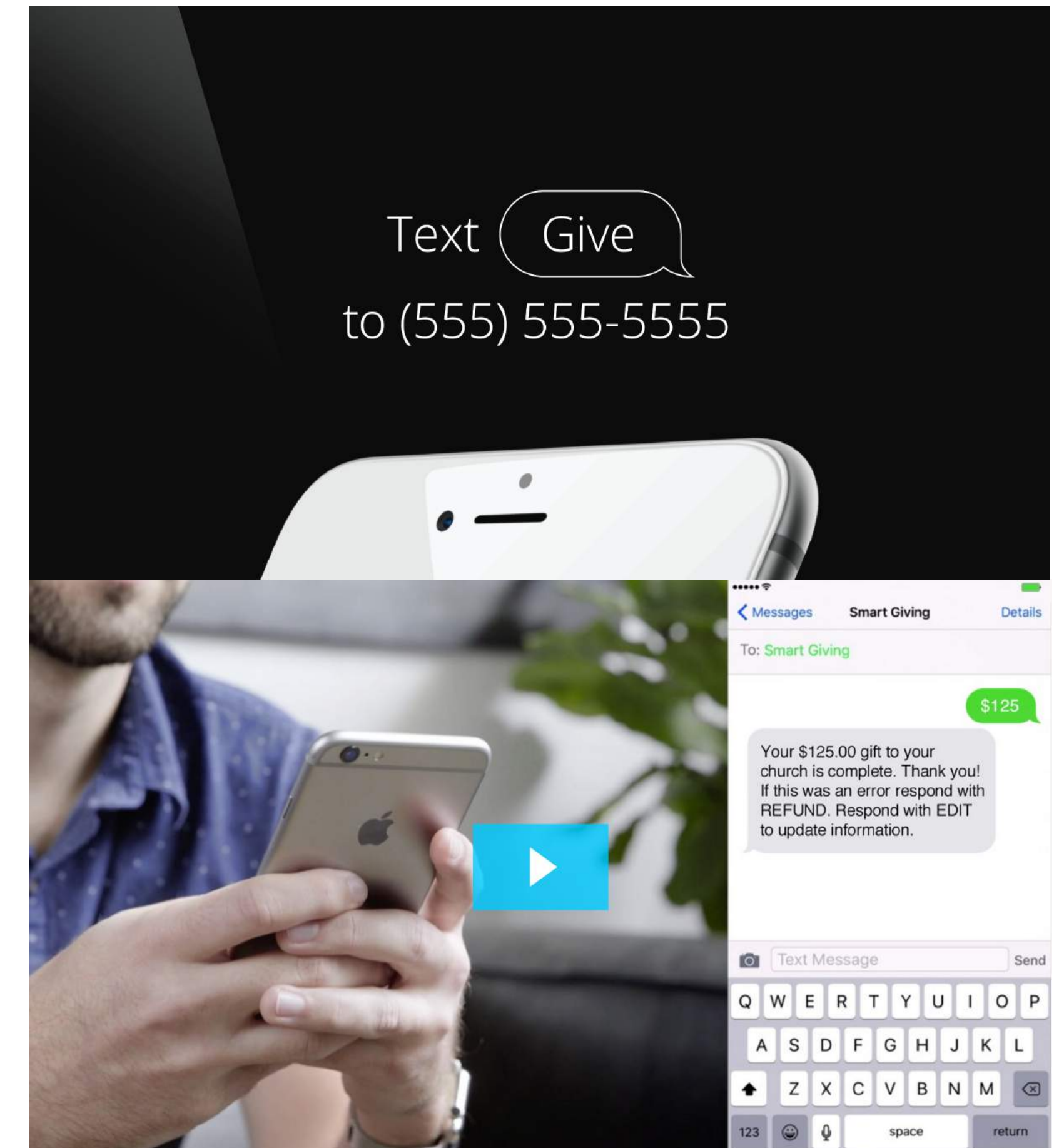
- ☐ **Copy+paste online giving instructions to your website.**  
Here's what we suggest you say:

// Make a one-time or recurring gift by clicking the button below and following the instructions on the next page. Thank you for your generosity!

**GIVE NOW**

- ☐ **Add your custom "how to give by text" video + instructions to your giving page!**

// Securely make a gift by texting your gift AMOUNT to (555) 555-5555. You'll be asked to register with a credit/debit card your first time. Don't forget to save our giving number in your phone! You can always text EDIT to update your information, set up a recurring gift, and check the status of a gift.





# ***Step 2***

## *Demonstrate on Sundays*



**Ask your pastor** *(it's important that leadership gets behind this new way to give!)* **to share Smart Giving from the stage during Sunday services**

*Use these talking points for the first Sunday you plan to introduce Smart Giving to your church!*

### 1. Thank them for their giving

"We want to take minute and just say 'Thank You!' for your faithful giving. Every dollar helps us fulfill God's vision for our church and our community. Your support of that vision is something worth celebrating!"

### 2. Announce this new way to give

"We're excited to tell you about a new way you can participate in the vision of our church! We partnered with Kindrid to offer text and online giving. That means you can give instantly, in-service, at home, or on the go. In a minute, I'm going to show you just how simple it is, so pull out your phones if you want to try it out."

### 3. Emphasize security

"Smart Giving is safe. Kindrid maintains the same level of security as banks. And if you ever need to change your payment information or edit or refund a gift, you can just text 'EDIT' or follow the online prompts."

### 4. Tie Smart Giving to impact

"We're committed to pursuing God's vision for our community. A major part of that is your ability to participate and take ownership in that vision. Smart Giving allows us all to join together and transform our community. Even more of your money can be put to work if you set up your bank account through Smart Giving, rather than using a credit or debit card. "

### 5. Invite Your Church to Try it

"If this is your first time using Smart Giving, grab your phone (yes, here in church!) and text the **AMOUNT** you want to give to our Smart Giving number here on the screen to try it out! You'll be prompted to fill out a one-time registration form and after that, giving again is as simple as sending a single text. We'll follow up after service with email instructions about how to give. Thank you for your participation in this, and for you generous giving!"

- Use your custom slides and video as visual aids on stage
- Watch a helpful video from one of our co-founders!
- Real church: Bethel Church

A group of young people, including men and women, are gathered around a smartphone, looking at the screen with interest. The image is overlaid with a semi-transparent blue filter. The text "Step 3" is in a bold, white, sans-serif font, and "Be consistent in follow up" is in a white, italicized, sans-serif font.

# ***Step 3***

## *Be consistent in follow up*

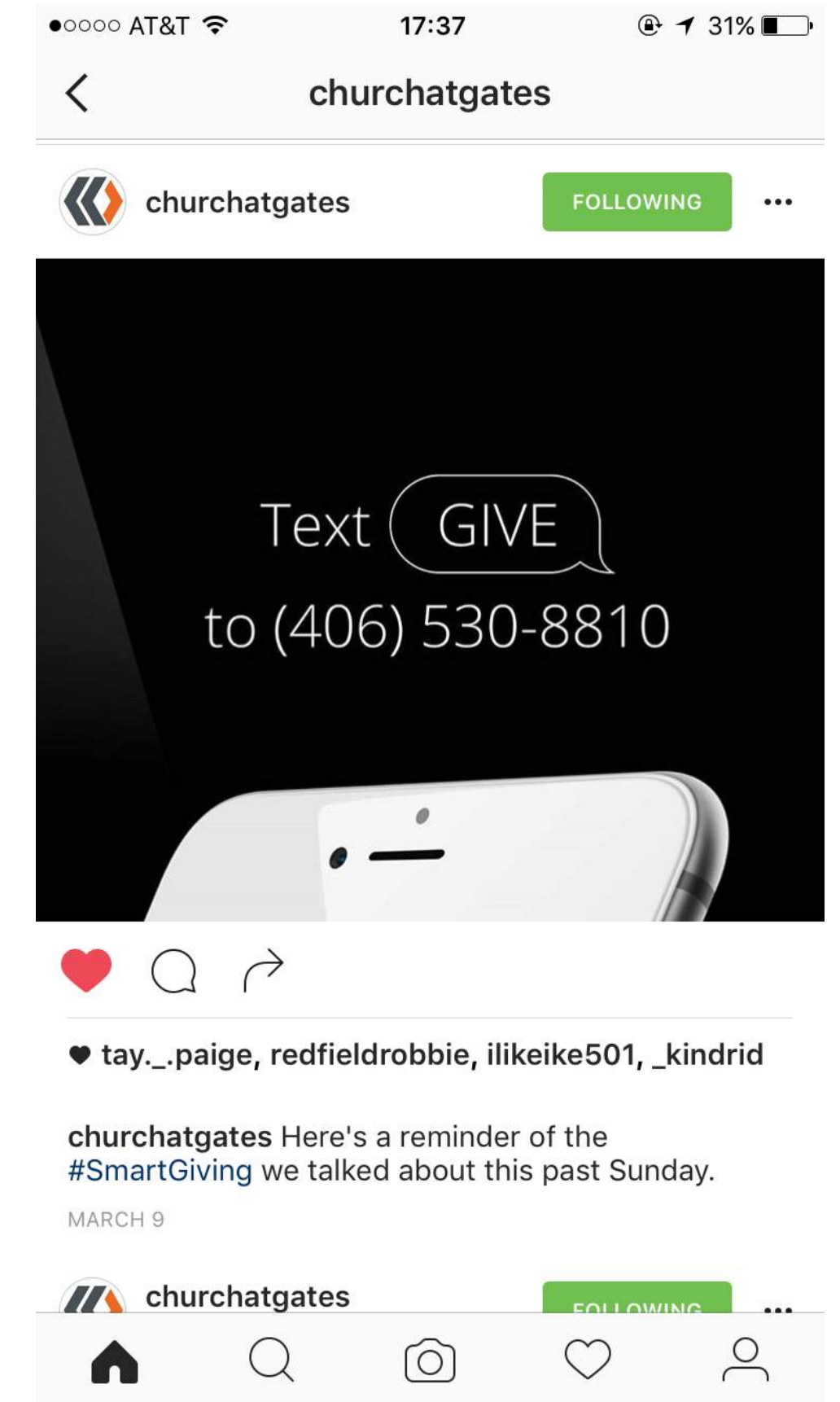
*This is the most crucial step in engaging your church. Take advantage of the **free, customized materials** we offer! This includes videos, slides, and printable cards. These are available immediately. Here's how we recommend reinforcing Smart Giving:*

[Watch](#) how Highland Park Church successfully engages the church in their vision.

- ☐ **Remind your church during Sunday services.** After you first introduce Smart Giving to your congregation, take 30 seconds each week to remind them just how simple it is to participate in your church's vision.



- ☐ **Send an email sequence explaining how to give and set up recurring gifts.**  
We suggest using (or customizing) the email template on the following page. Send a weekly reminder email to any recurring givers who still haven't switched to Smart Giving.
- ☐ **Include Smart Giving instructions in your emails:** If you have a newsletter or bulletin, explain how Smart Giving works. Look at the email template for suggested verbiage and be sure to include **your unique Smart Giving link** and **Smart Giving number** as instant calls-to-action.
- ☐ **Share your church's vision on social media with Smart Giving:** Use social media to share what your church is focused on and engage new givers instantly with instructions to give by text or online. Wherever people are inclined and inspired to give, meet them there! You can even **add Smart Giving to your church's Facebook page**.



# Email Template

AS EASY AS...

Copying+pasting! Send this email to your church. Be sure to customize or link the blue, underlined fields!

To: **All Church**

Subject: **You can now give by text and online!**

Hello church!

Thank you for your faithful giving to our church! Like we mentioned on Sunday, we have an exciting new giving platform that helps you support our vision online and by text—Smart Giving! Here’s a quick reminder on how it works:

**FIRST TIME GIFTS**

*Text Giving*

Text the **AMOUNT** you want to give to [555-555-5555](#). You’ll be prompted to fill out a one-time registration form with debit/credit card info. 30 seconds tops! After that, giving again is as easy as texting your gift **AMOUNT** to our Smart Giving number. No passwords! No long forms. [Bank level security](#).

*Online Giving*

If you give by text, you’ll already be good to give on the web, and vice versa! [Give Now](#) by following the on-screen prompts. Two clicks and you’re done.

**RECURRING GIFTS**

*Text Giving*

Text **EDIT** to our Smart Giving number. You’ll be prompted to select the amount you want to give and frequency with which you want to give.

*Online Giving*

Once you log into your Smart Giving account, select “recurring gift” on the page that follows. You’ll set amount and frequency there. Thank you for generously and faithfully standing behind our church’s vision!

*“A church where everyone’s  
generous is unstoppable.”*

*We're here to serve!*



**We can't wait to make your church's vision a reality!**

We're committed to saving you time and money while making your church known for generosity. Our team would love to walk you through everything from the first Sunday you launch to reporting in the months that follow!

616.419.8812

[help.kindrid.com](https://help.kindrid.com)  
[support@kindrid.com](mailto:support@kindrid.com)

*Kindrid*