



EOY SGS Email - Faith

Smart Giving Suite (SGS) Example

Below, please find an email series to share with your supporters, encouraging them to consider giving a tax-smart gift at the end of the year.

This is an example only. In order to receive your email(s) and Tracking Link(s), please request a customized version from your Strategist.



Subject line options:

- Called to Give
- A Christmas blessing this year-end
- Use your gifts to serve others this year-end

Preview text: *“Each of you should use whatever gift you have received to serve others, as faithful stewards of God’s grace.” — 1 Peter 4:10*

Body:

Dear [NAME],

The end of the year is when we find ourselves counting our blessings. But many of us may feel like our blessings were never meant for us in the first place. Scripture speaks to this calling in Peter’s words to the early church:

“Each of you should use whatever gift you have received to serve others, as faithful stewards of God’s grace.” (1 Peter 4:10)

Every gift we’ve been given—our time, our talents, and even our resources—is entrusted to us to steward well and in service of others. **Your faithful generosity this year has served so many through [ORG]’s ministry.** As you consider your year-end giving, there are meaningful ways to steward the full range of resources God has placed in your care.

You can make a lasting impact by giving:

- **Stocks** – avoid capital gains tax and steward more toward Kingdom work
- **Qualified Charitable Distributions (QCDs)** – give directly from your IRA if you are 70½ or older
- **Donor-Advised Funds (DAFs)** – recommend a grant from your charitable fund
- **Cryptocurrency** – put digital assets to work in the service of others

[Make your year-end gift](#)

These non-cash gifts often come with tax advantages, allowing you to steward even more toward [ORG]’s work and extend Christ’s love to those we’re called to serve.

Would you prayerfully consider using these gifts to serve others this year-end? As faithful stewards together, God’s grace can go further than we ever could alone.

Thank you for faithfully stewarding what God has entrusted to you, and for partnering with us to serve others in His name.

[SIGNATURE]

P.S. Give by **December 15th** to ensure that your gift is processed for [ORG] by the end of year to maximize benefits on your 2026 tax returns.