

# DIGITAL NEWSLETTER

If your church sends out a weekly or monthly email/digital newsletter, that is the perfect time to share, promote & encourage your HOPE Packs campaign to your congregation. See below for some ideas:

## **A teaser email the week before:**

*“Our church has a great opportunity coming up to help two people at the same time! Next week, **Church Name** will participate in a HOPE Packs campaign, where together we will provide the opportunity for meaningful work for the adults of Elim’s Adult Services AND will provide essential school supplies for children in local communities. Learn more about Elim at [elimcs.org](http://elimcs.org) and find out how HOPE Packs make a local impact at [hopepacks.com](http://hopepacks.com)”*

Link to include [www.hopepacks.com](http://www.hopepacks.com)

## **The week after kick-off:**

*“We are so excited that this week kicks off our HOPE Packs campaign in partnership with Elim Christian Services. Our church has a goal of supporting the creation of **XXXX** kits by **DATE**, the end of our campaign. If you did not already receive your brochure and donation envelope, you can pick it up **TELL THEM WHERE AND WHEN**. You won’t want to miss it, as it comes with a special gift just for you!”*

Link to include: [www.hopepacks.com](http://www.hopepacks.com)

Attachments to include: a HOPE Packs flyer

## **Share videos weekly with congregation and/or emails with videos attached:**

Each week, we encourage that you show your congregation one of our brand-new HOPE Packs videos to tell the story of the double impact your campaign has. Follow up each week by sending an email that includes the videos for your congregation to view on their own. The links to the four videos can be found at [hopepacks.com](http://hopepacks.com) (be sure to click on the church involvement button) as well as instructions for downloading them. Each video gives a special look into the story of HOPE Packs.

Links to include: [www.hopepacks.com](http://www.hopepacks.com)

## **Post-campaign reminder:**

*“Thank you SO MUCH for your participation in our HOPE Packs campaign. Through your blessings, we have supported an initiative with a powerful double impact. If you were unable to return your donation envelope last week, you can still contribute to this wonderful cause at [hopepacks.com](http://hopepacks.com). Don’t forget to mention which church you are a part of in your donation form, so that your contribution will go towards **THE SCHOOL YOU ARE SUPPORTING**”*

Links to include: [elimcs.org/send-hope](http://elimcs.org/send-hope)

## **Report back on HOPE Packs:**

At some point in the fall following your campaign, you will reach out to your church with a report for exactly how many HOPE Packs were provided by your church and by all of the participating churches combined. Please share this report with your congregation and encourage them to get involved with Elim’s ministry as a volunteer.

