

Everything You Need to Launch

Your Complete Guide to a Successful Overflow Launch



01 Introduction

Overflow is an innovative giving platform that allows churches to receive donations through multiple channels such as Apple Pay, Google Pay, crypto, stock, and more. The goal of this guide is to help churches smoothly implement and maximize their use of Overflow, inspiring a culture of generosity. The guide covers every stage of the launch process, from pre-launch to post-launch, providing the necessary tools and resources.

02 Pre-Launch Preparation

Before launch, churches are guided on how to integrate the Overflow platform into their website, making it easy for congregants to give. Examples of successful church websites that have incorporated Overflow are shared to inspire best practices.

03 Launch Sunday

For the launch day, resources like email templates, offering slides, Instagram posts, and stage scripts are provided. These materials ensure that the congregation is informed and excited about the new ways to give. Visual assets such as announcement slides and an Overflow launch video also help communicate the benefits of the platform effectively during services. Churches are encouraged to make a big visual impact with creative ideas for pamphlet placement and lobby wraps.

04 Post-Launch Engagement

After the launch, follow-up is key to maintaining momentum. Churches are encouraged to send reminder emails, engage Donor-Advised Funds (DAF) donors with personalized outreach, and use social media to continue promoting the new giving options. Templates and example language are provided to make this process easy.

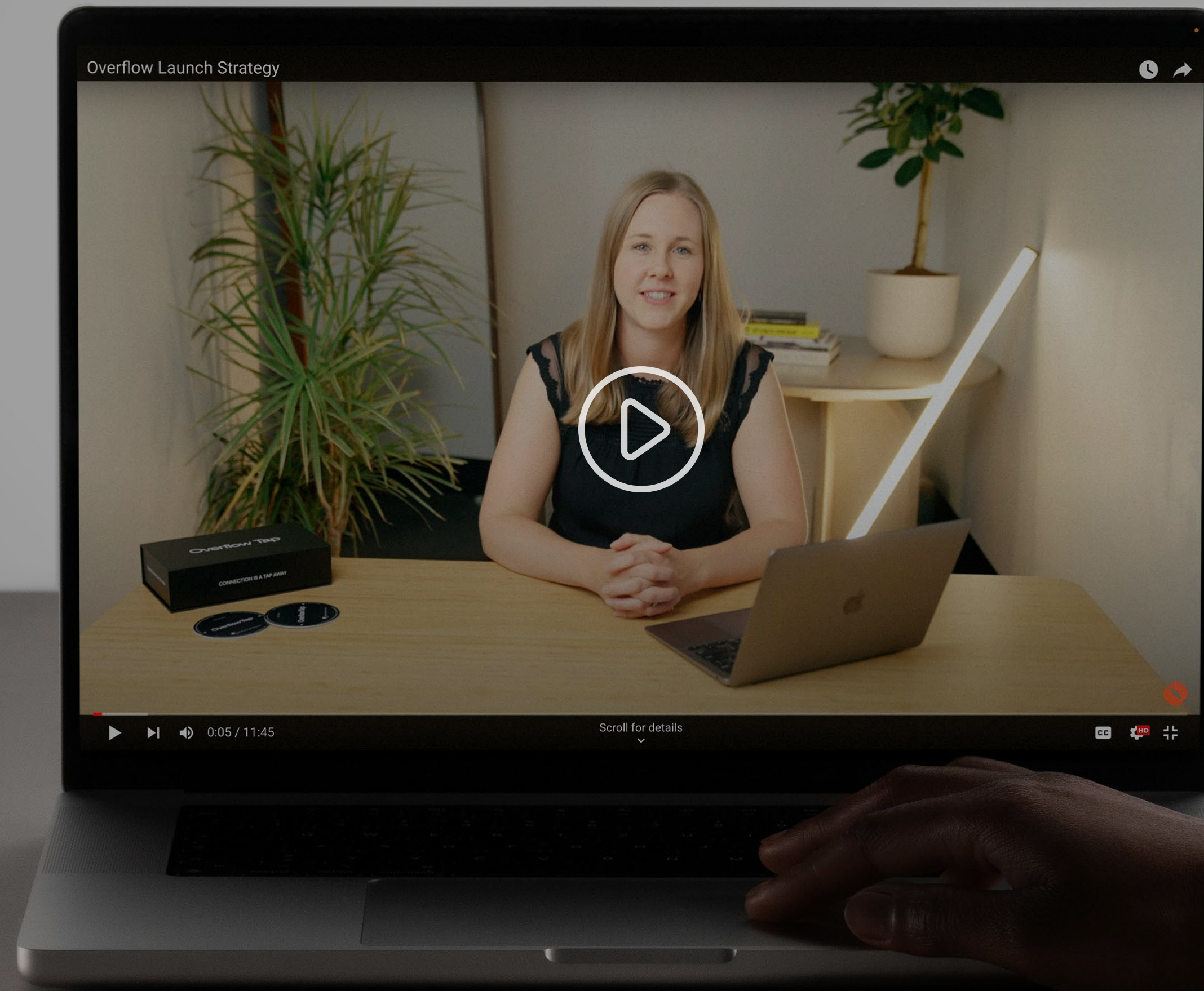
Welcome to Your Overflow Launch Kit

Welcome to Overflow's Launch Kit—your complete guide to unlocking the power of generosity within your church. We believe that when people are given the chance to give easily and freely, hearts are touched, lives are changed, and communities are transformed.

Our mission is simple yet profound: to inspire the world to give.

Inside, you'll find everything you need for the pre-launch, launch day, and post-launch phases of your journey with Overflow. Whether you're preparing your website, coordinating your service, or ensuring consistent engagement after launch, we've got you covered. Let's inspire generosity together!

Watch This First!



Overflow Launch Strategy

Please note that the examples provided in this kit are for inspiration only.

ONE

PRE-LAUNCH

Website Integration

#one

Learn how to seamlessly integrate the Overflow platform into your church's website. We provide simple steps and best practices to make giving easy and accessible for everyone.

Update Your Website & App

Replace the “Give Now” Link: Update your “Give Now” buttons with the Overflow universal link to direct donors to the new giving experience.

To access your Overflow Giving Links, login to your Dashboard and go to Organization Settings by clicking your initials in the upper right-hand corner. You can either link to the Overflow Homepage that displays all your giving assets or link directly to each asset type.

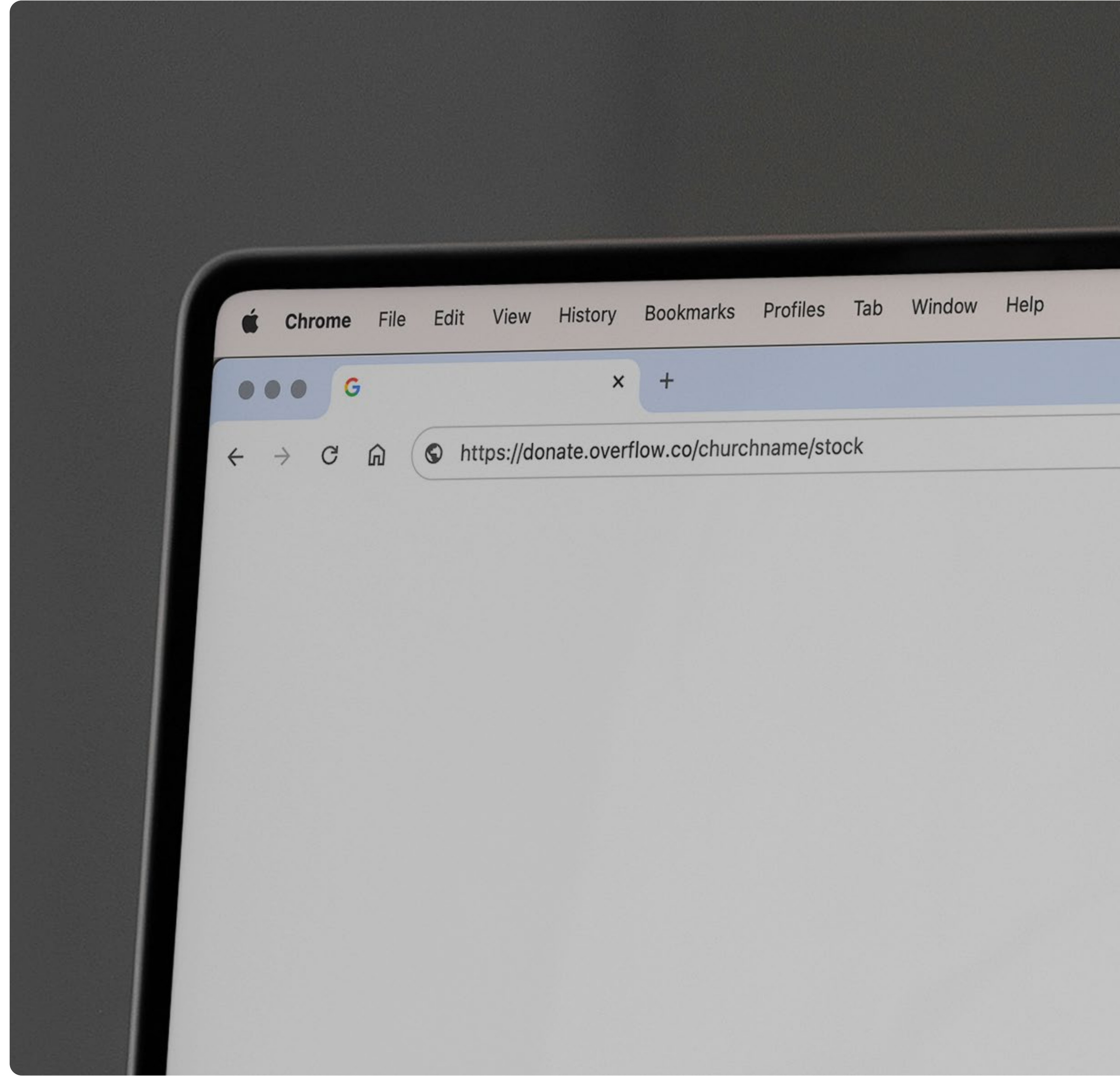
To link directly to specific giving options, simply append

`/stock`

`/daf`

`/crypto`

to the base URL.



Customize Your Overflow Giving Experience

Branding Customization

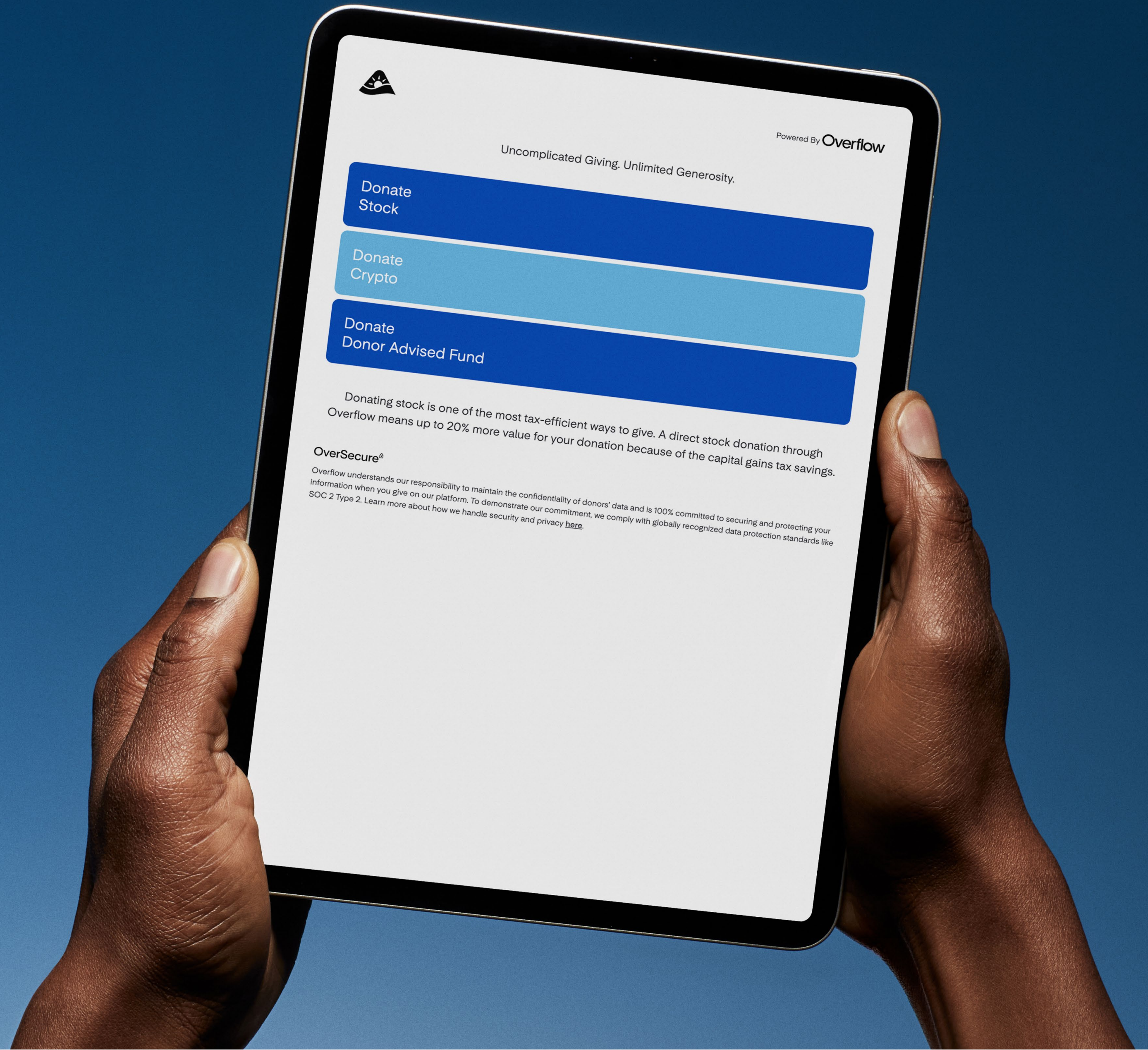
Send us your branding color hex codes, and we'll help personalize your Overflow landing page to match your church's unique identity.

New Landing Page Text

If you prefer custom text for your landing page, share a new header and subheader with us and we'll update the content to fit your messaging.

Pre-Launch
Update Your Website

Example by Church Of The Highlands



Add Overflow's FAQs

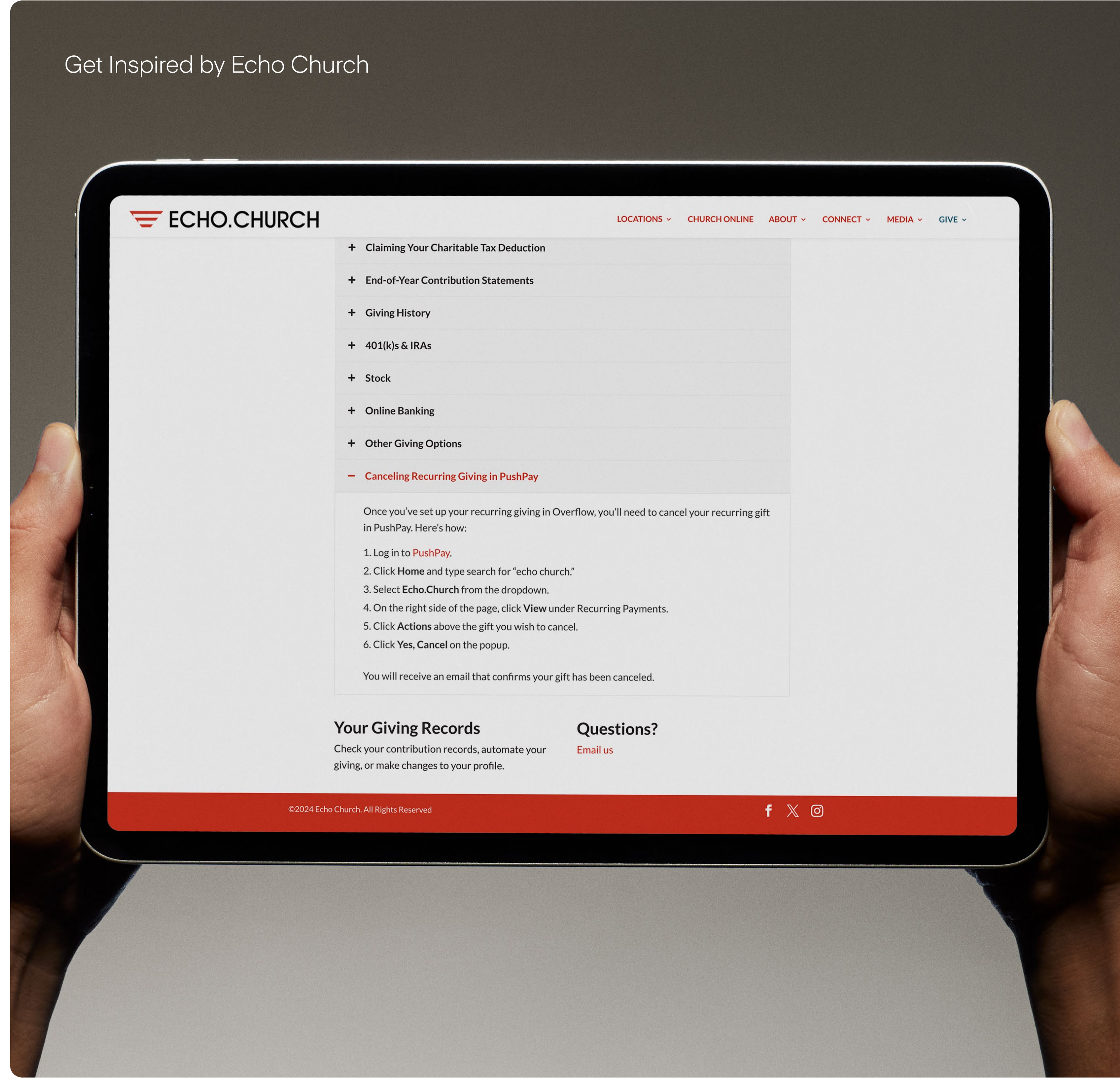
Enhance Your Giving Page

Include Overflow's FAQs on your website's giving page to answer any common questions your donors might have and provide them with the confidence to give through Overflow.

Key Answers to Enhance User Experience

A great FAQ to add to your give page is, "How do I cancel my previous recurring gift?" This common concern arises during the transition to Overflow. Echo Church included this in their FAQs, providing clear instructions to guide users through the process. By addressing such queries, you not only enhance the user experience but also support your congregation in smoothly transitioning from one platform to another.

Get Inspired by Echo Church



Get Inspired by Our Hall of Fame

#two

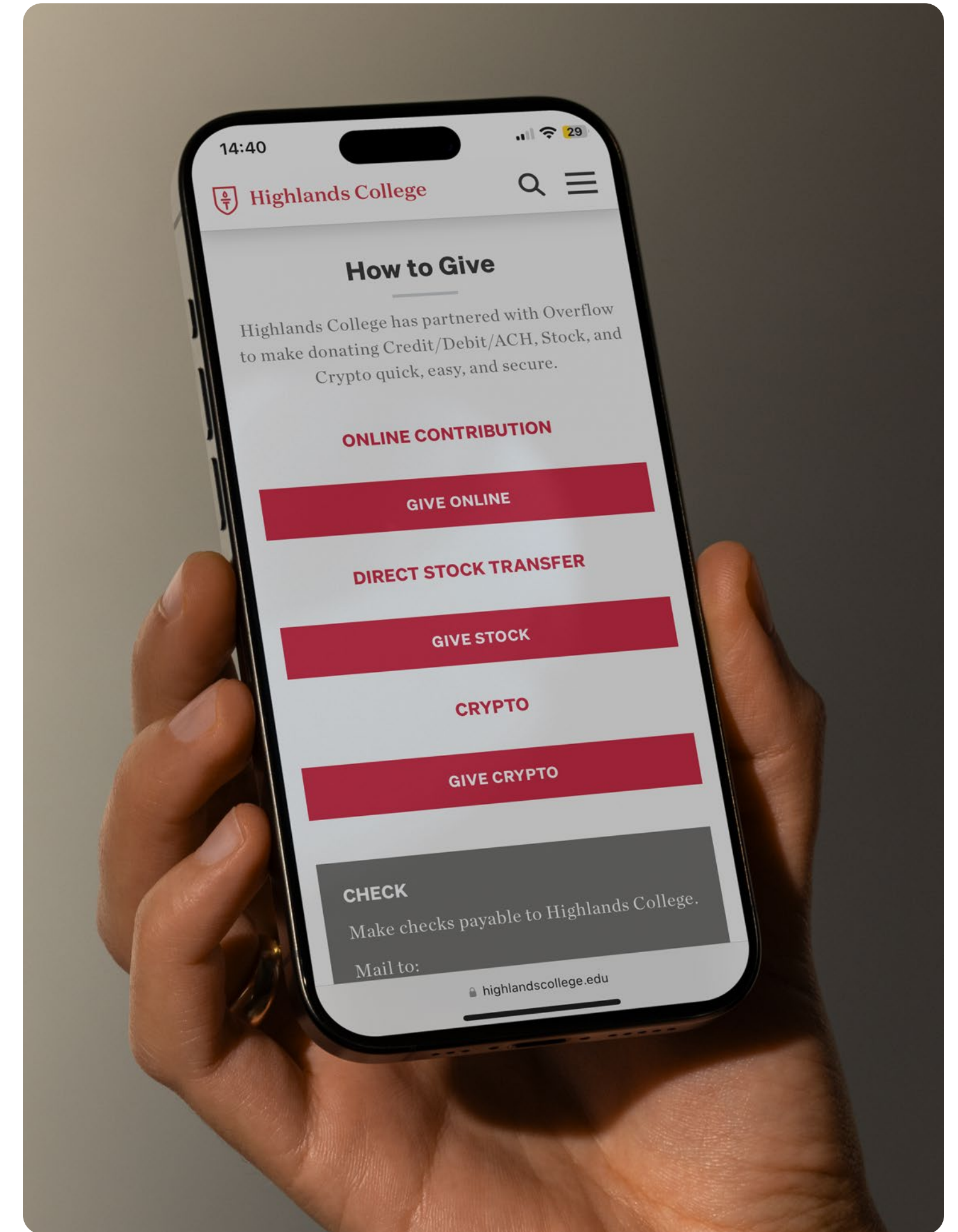
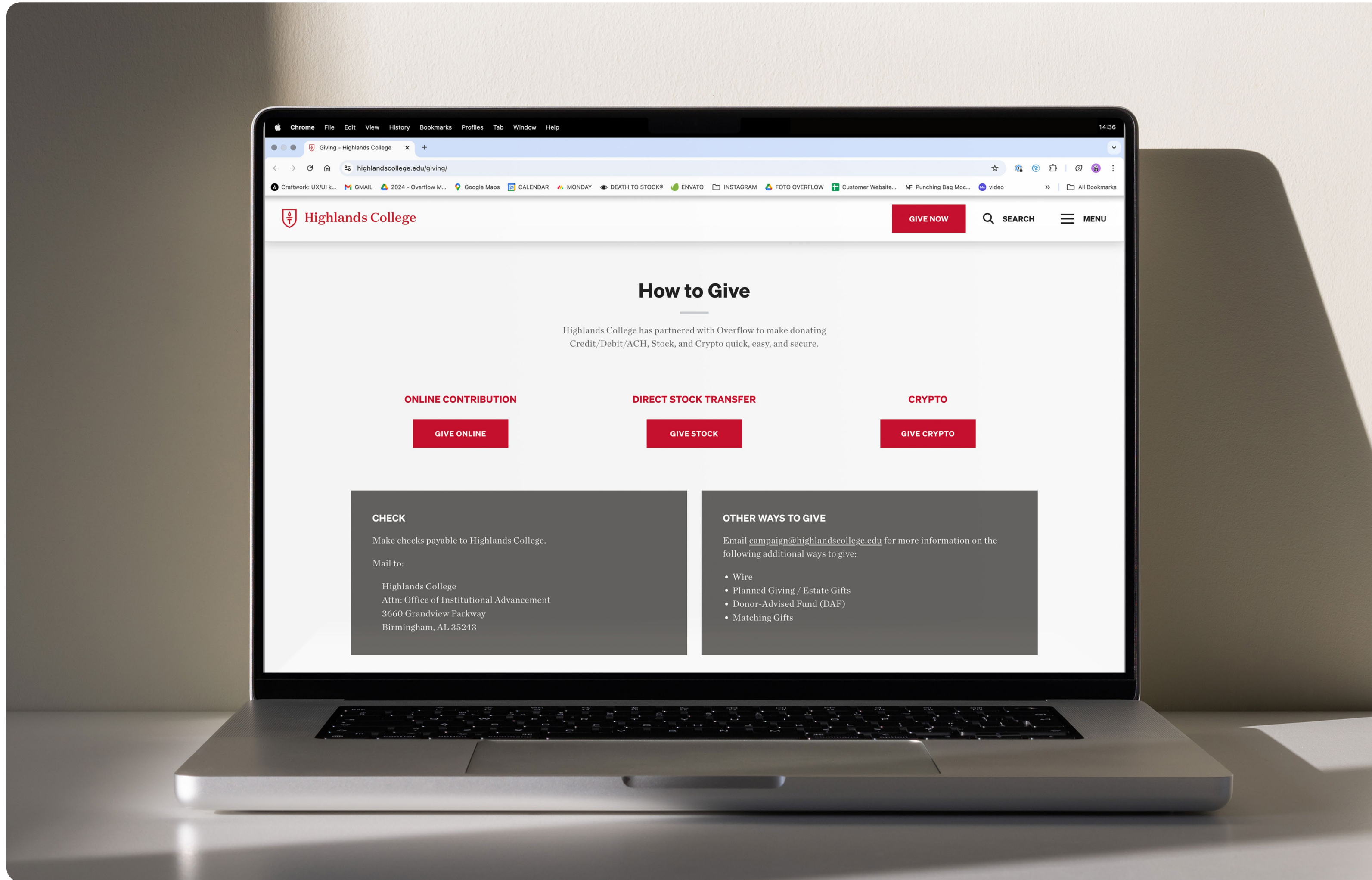
Discover the creative and impactful ways other churches have transformed their giving experience with Overflow. From beautifully designed giving pages to seamless user journeys, our Hall of Fame highlights the best examples of generosity in action. Let these churches inspire your own approach, as you prepare to engage your community in a fresh and meaningful way.

Get Inspired by Our Hall of Fame

PRE-LAUNCH

LAUNCH

POST-LAUNCH



Pre-Launch
Update Your Website

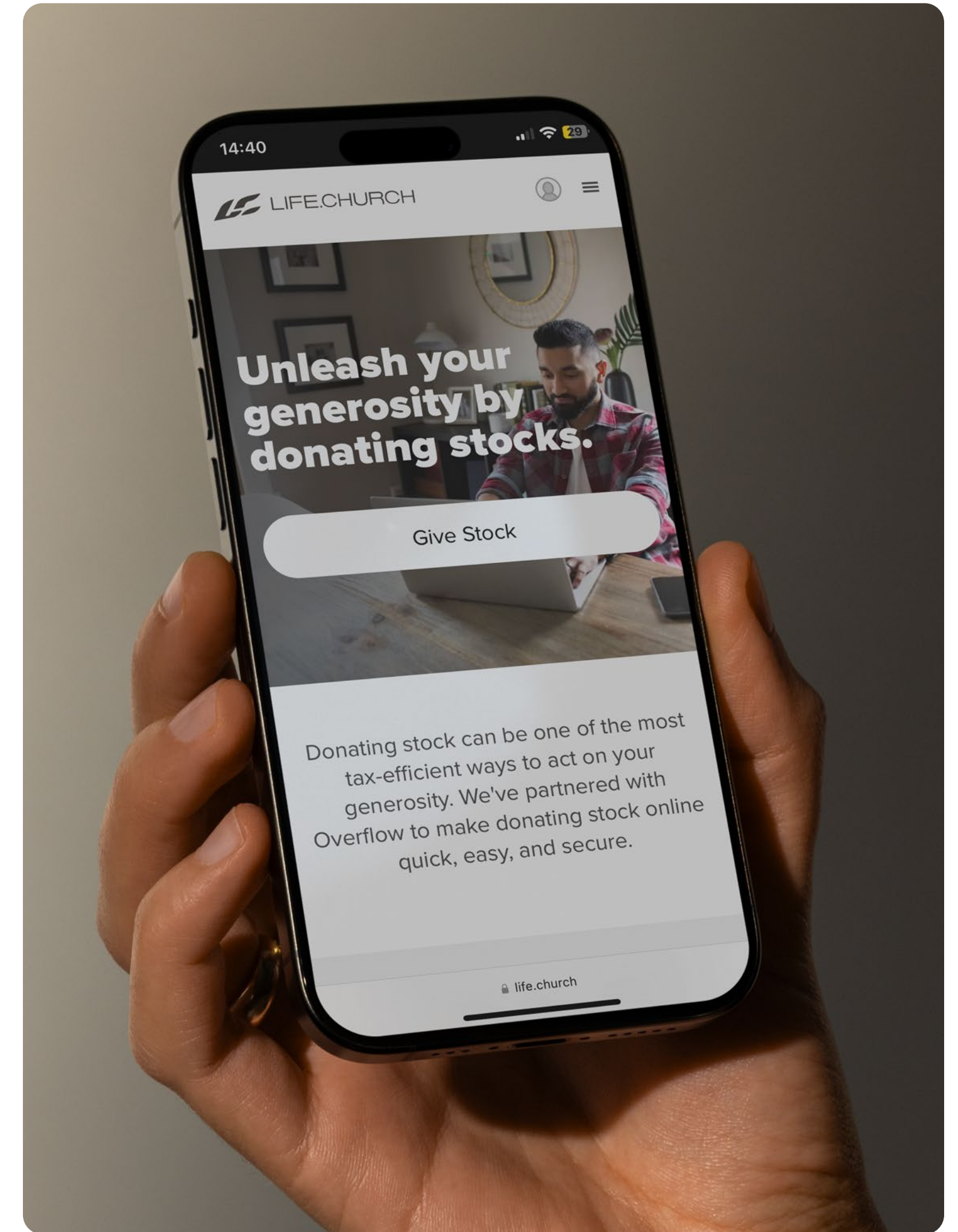
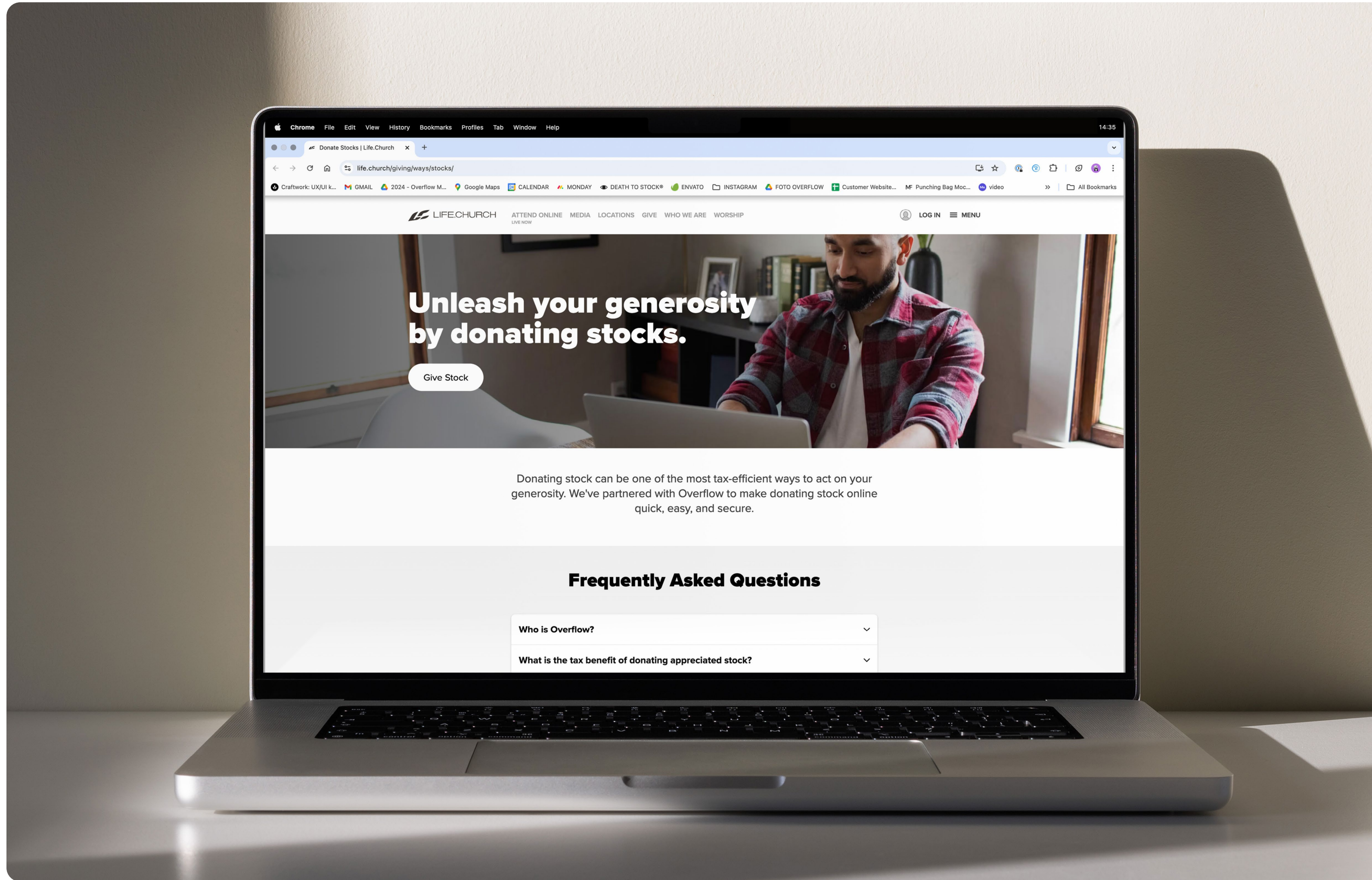


Get Inspired by Our Hall of Fame

PRE-LAUNCH

LAUNCH

POST-LAUNCH



Pre-Launch
Update Your Website

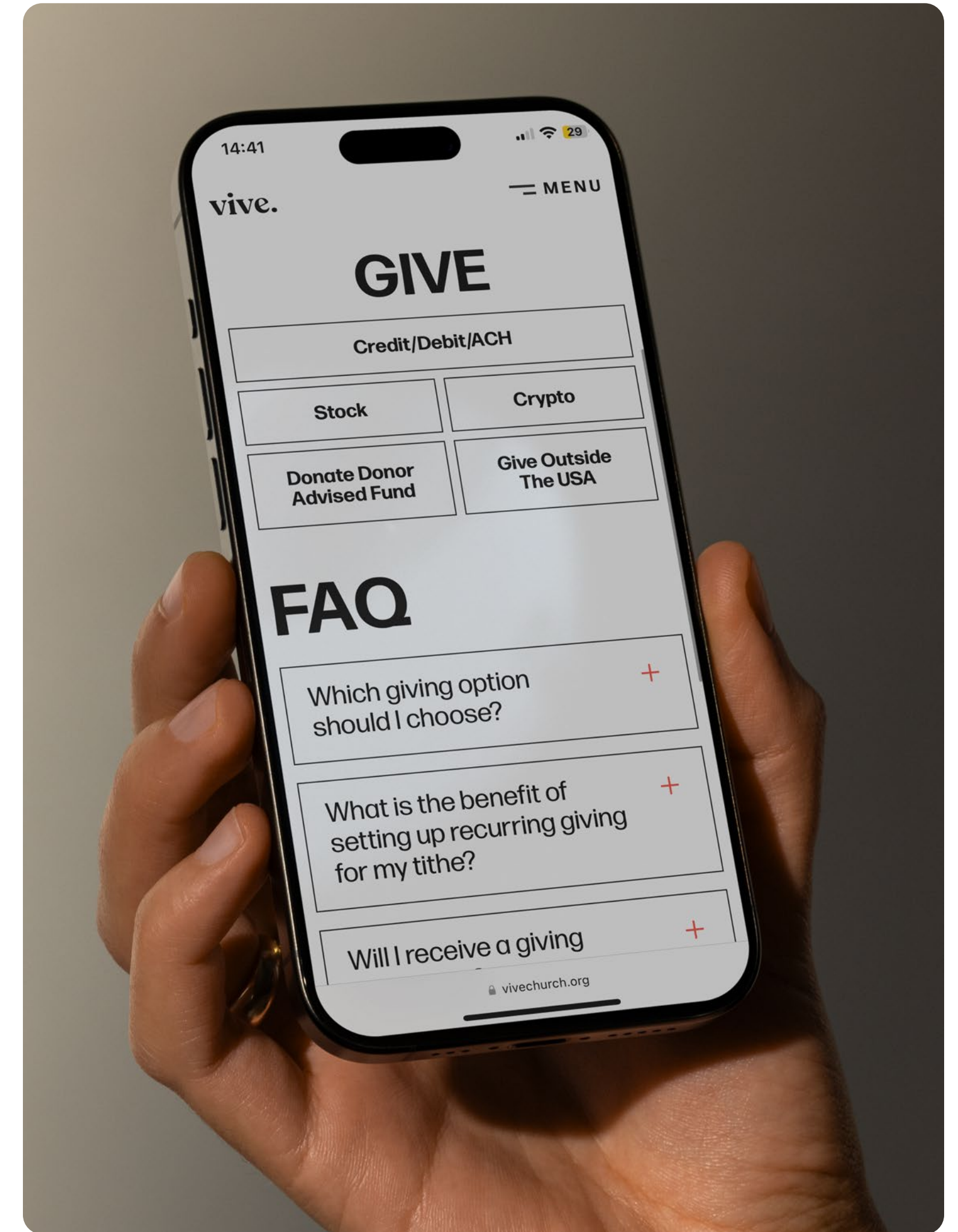
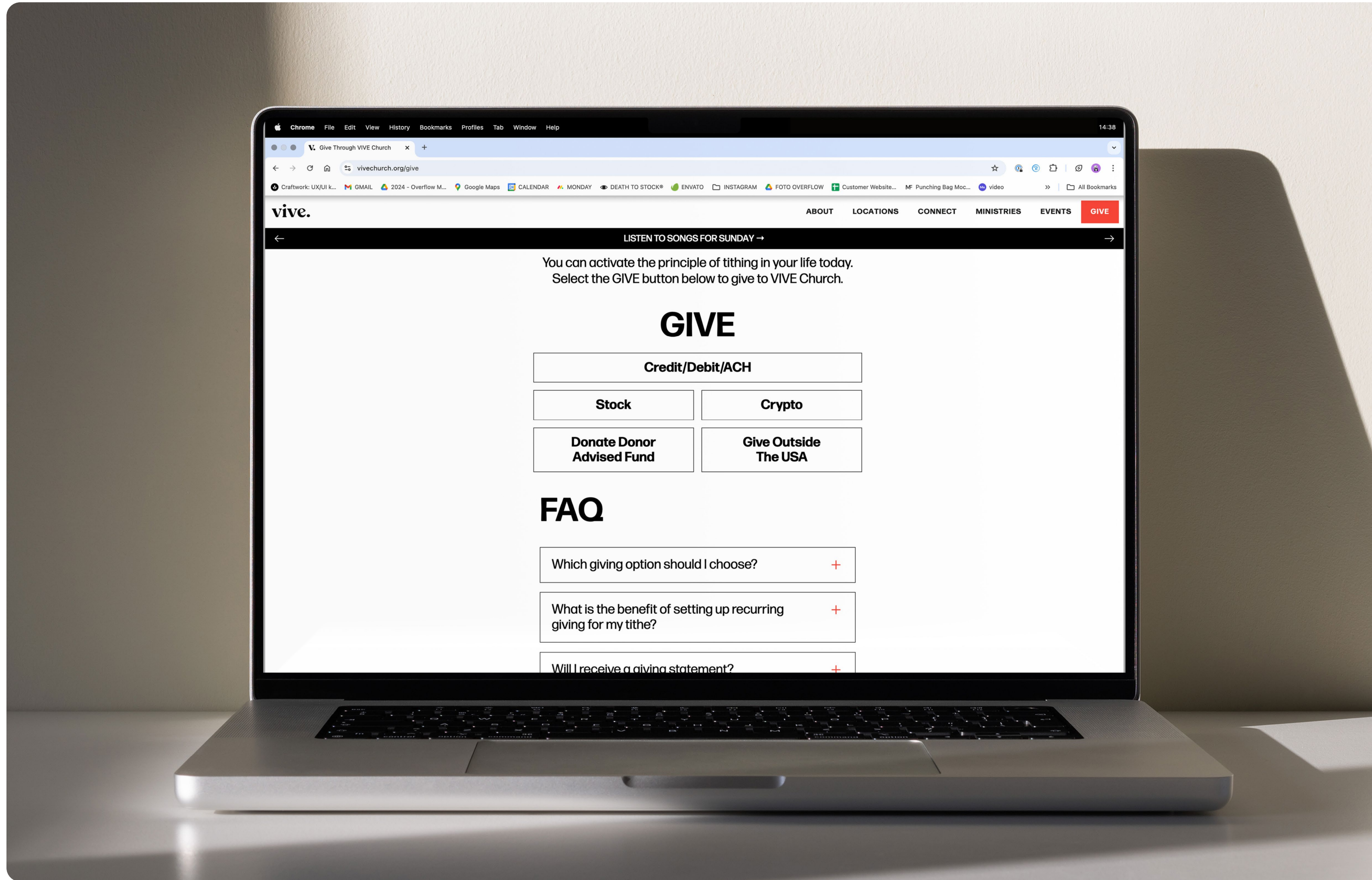


Get Inspired by Our Hall of Fame

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LAUNCH

POST-LAUNCH



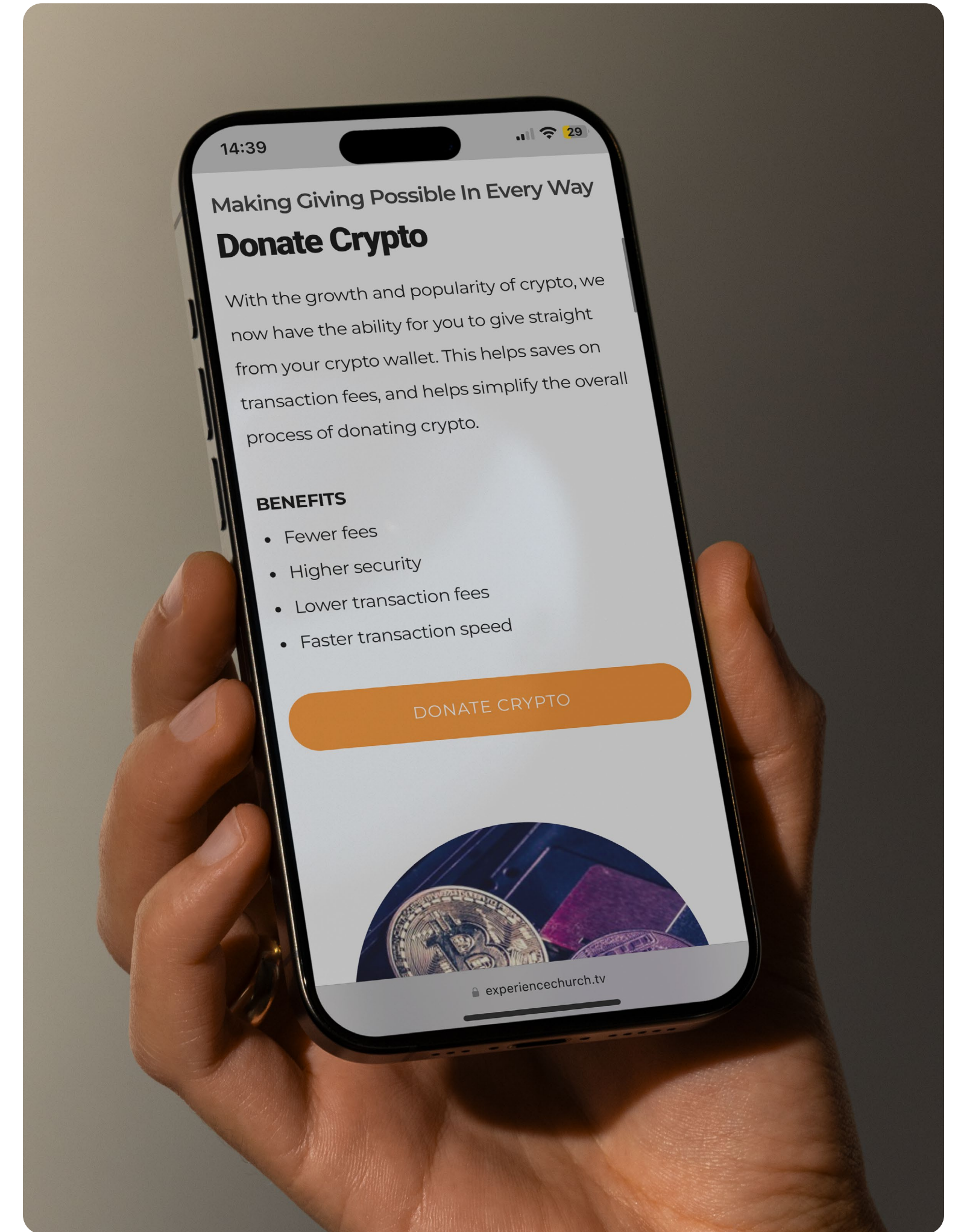
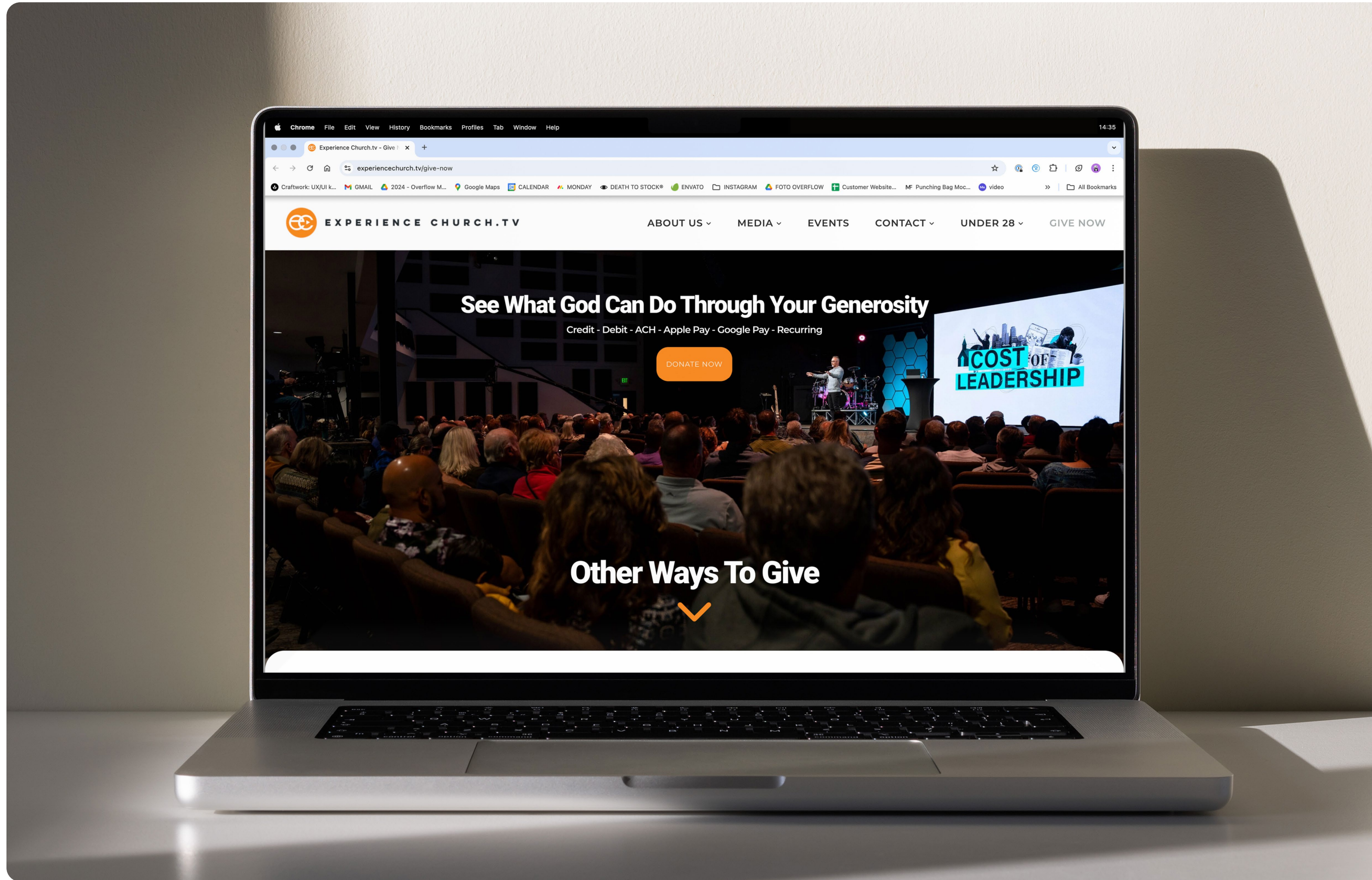
Pre-Launch
Update Your Website

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PRE-LAUNCH

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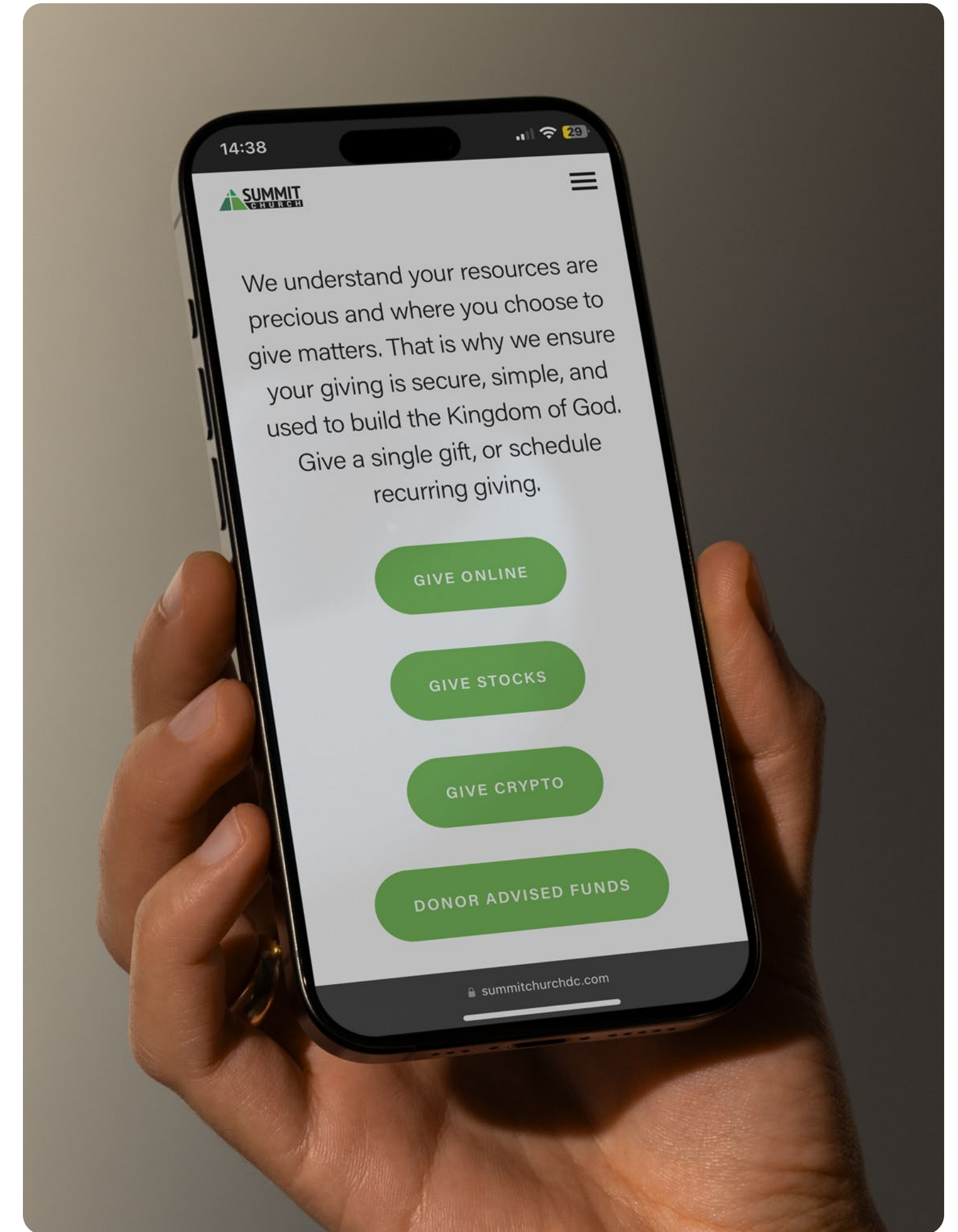
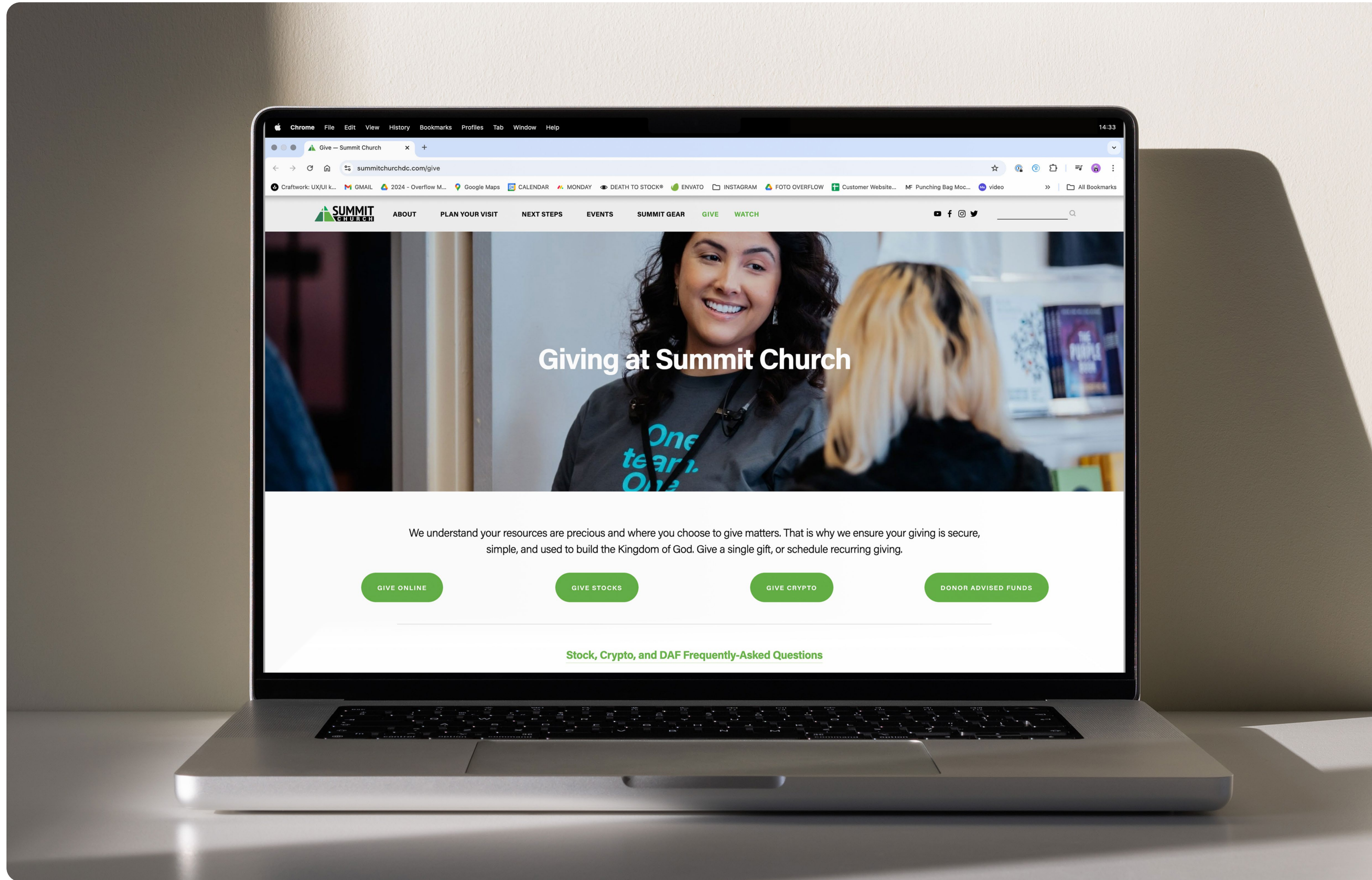
Pre-Launch
Update Your Website

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PRE-LAUNCH

LAUNCH

POST-LAUNCH



Pre-Launch
Update Your Website

Campaign Setup Review

#three

Once the data import is complete, double-check that your campaigns are set up correctly in Overflow to ensure a seamless experience for your donors.

[READ THIS](#)

Edit or Delete

To make changes to or to remove a campaign or subcampaign, click the ellipsis to the far right.

Demo Organization 🔔 ↔ CM

Campuses

🔍 Search by campaign name...

Campuses Funds + Create Campus 📄 Export

| Name | Status | Start date | End date | Total contribution value | No. of contribu | |
|-----------------|---------|------------|------------|--------------------------|-----------------|---|
| Seattle Campus | Active | 10/02/2024 | N/A | \$0.00 | 0 | ⋮ |
| Monthly Member | Active | 09/24/2024 | N/A | \$0.00 | 0 | ⋮ |
| Portland | Active | 06/19/2024 | N/A | \$14,489.03 | 71 | ⋮ |
| Summer Camp '24 | Expired | 05/29/2024 | 06/08/2024 | \$99.00 | 1 | ⋮ |

Edit Campus
Delete Campus

Customize Campaign Settings

To change campaign and subcampaign settings, navigate to Organization Settings, Customization tab. Here you can choose to make campaigns or subcampaigns required within the donor experience. Note that you will only be able to select these options once you have funds uploaded to Overflow.

You also have the option to rename the label of Campaign and Subcampaign within the donor experience. You may choose to do this because your organization uses different terminology for campaigns and you want to keep the donor experience consistent. For example, maybe you refer to “Campaign” as Location because your organization operates within many different cities, and Subcampaign is “Fund” which designates where the donor would like the donation to go.

Simply make the changes you’d like and then click “Save”.

Organization Settings

Organization

Financial

Customization

Integrations

Users

Donation Flow

Customize parts of the donation flow that your donors experience.

Require Campaigns

No Yes

Require Subcampaigns

No Yes

Campaign Display Name

Campus

Subcampaign Display Name

Fund

TWO

LAUNCH

Email Announcement

#one

Get the word out! Use this email template to announce the launch of Overflow to your community. Encourage them to explore the new ways they can give.

[READ THIS](#)

The Importance of a Strong Subject Line

The subject line is the first thing your audience sees, so it needs to be intentional and eye-catching. Use clear, action-oriented language that sparks curiosity or excitement to increase open rates and draw readers in. A strong subject ensures your message gets noticed.

Here are some examples:

“New Giving Made Easy: Welcome to Overflow!”

“Exciting News: Simplify Your Giving with Overflow!”

“Overflow Is Here: More Ways to Give, Less Fees!”

“Streamline Your Generosity with Our New Giving Platform!”

“Discover a Smarter Way to Give at Church Name”

“Ready to Give Smarter? Meet Overflow!”

“Lower Fees, Bigger Impact: Switch to Overflow Today!”

“Transform Your Giving Experience with Overflow”

“Overflow Is Live: Make Generosity Easier Than Ever!”

“Upgrade Your Giving: See What’s New with Overflow!”



Essential Elements for a Strong Email

PRE-LAUNCH

LAUNCH

POST-LAUNCH

Clear Purpose and Benefit

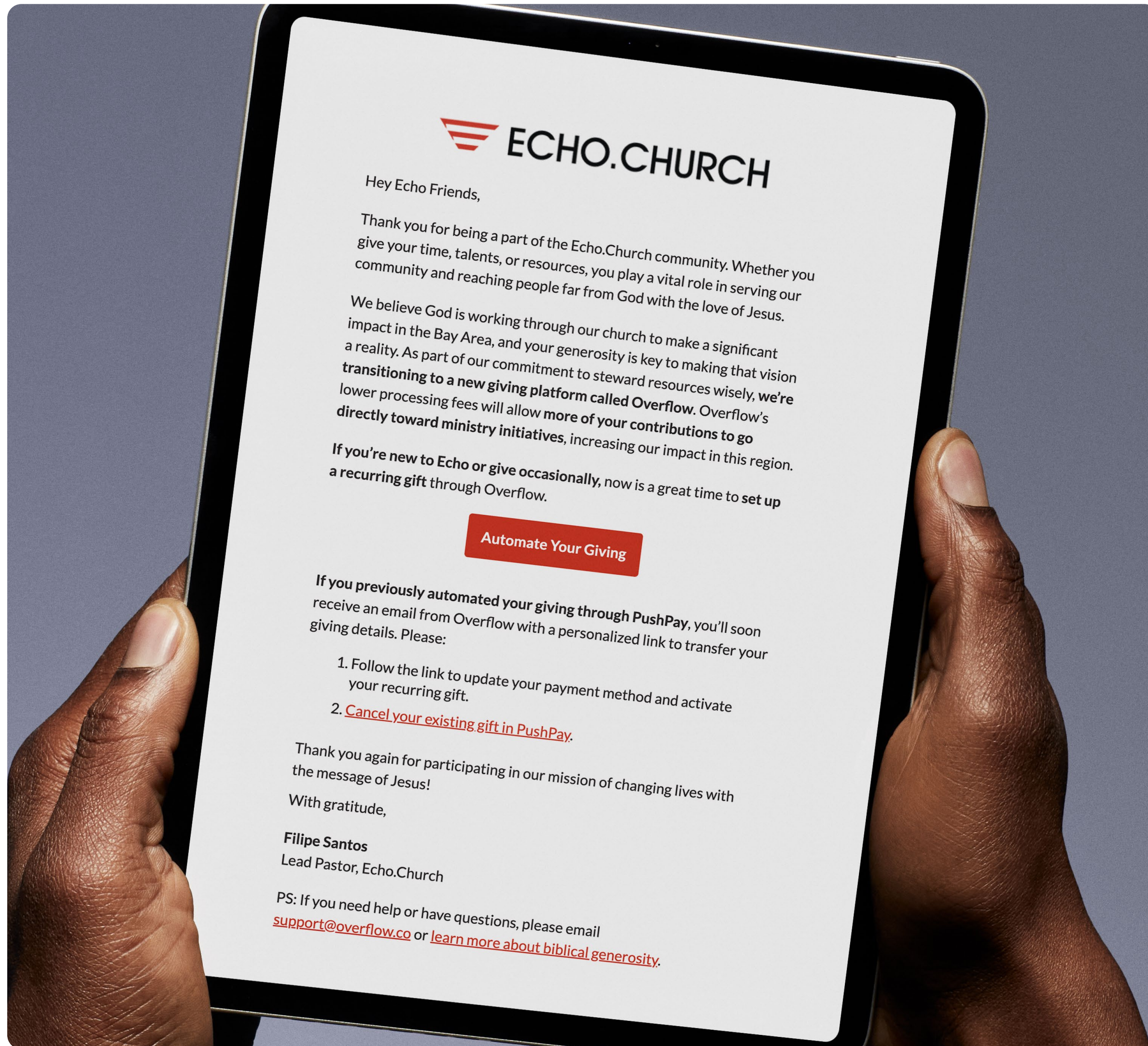
The body of the email should quickly convey why this change is happening and what the benefits are for the reader. In this case, it's crucial to highlight that the new giving platform, Overflow, reduces fees, which means more of their donations go directly to ministry efforts. Explain how this change will benefit them and the mission of the church.

Simple Call to Action (CTA)

The CTA should be crystal clear and easy to follow. It's important to give precise instructions on what they need to do next - whether it's setting up a recurring gift, transitioning from a previous platform, or simply clicking a link to get started. The action should feel effortless and aligned with their values of generosity and community impact.

Personal Touch and Gratitude

Adding a personal message from the pastor or a leader who is well-respected within the church makes the email feel more genuine and engaging. Expressing gratitude for their ongoing support and emphasizing their role in the church's mission is essential for building emotional connection. This encourages the reader to take action and feel like their contributions truly matter.



Offering Slide

#two

Download fresh slides designed specifically for your church's offering time. These slides make it easy to communicate the new giving options through Overflow.

Don't forget to also update your Ways to Give slide to point to Overflow and include all the new options your donors have to be generous!

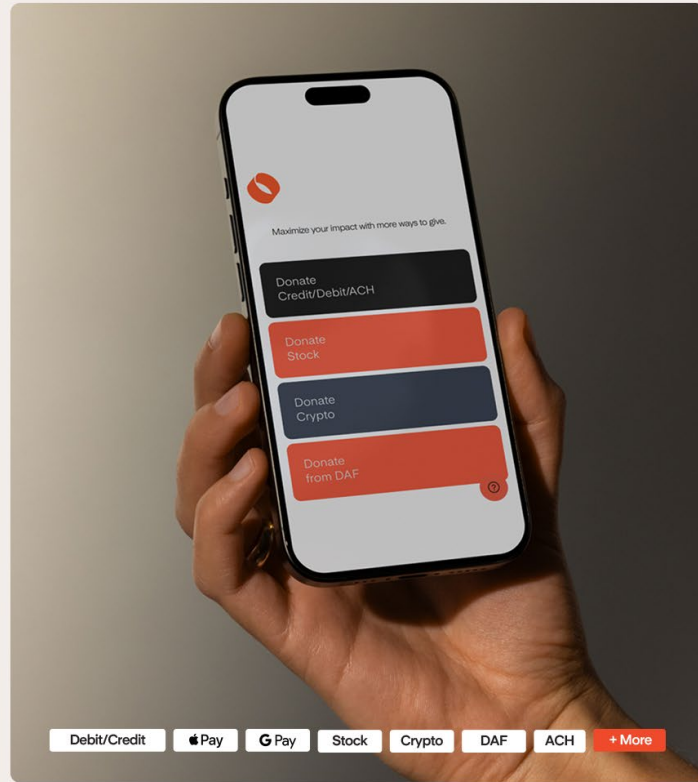
Download

PRE-LAUNCH

LAUNCH

POST-LAUNCH

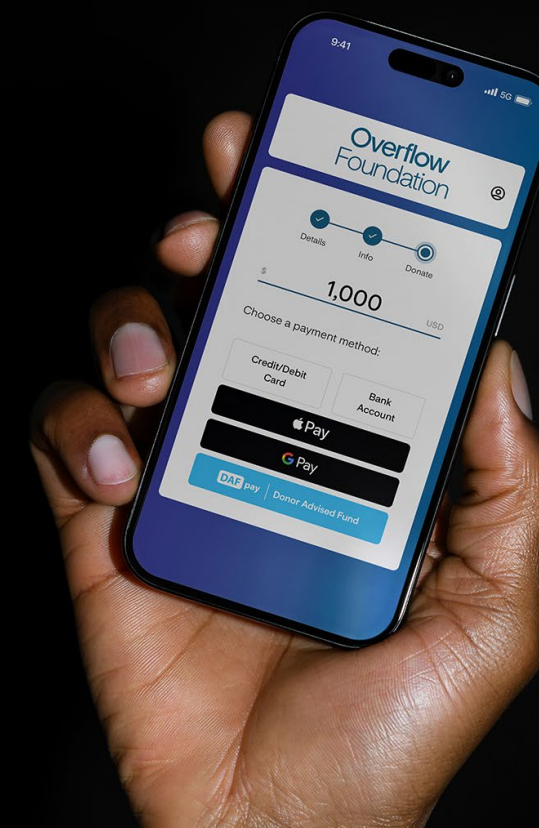
Discover New Ways To Give



 **Overflow**
Let generosity flow.

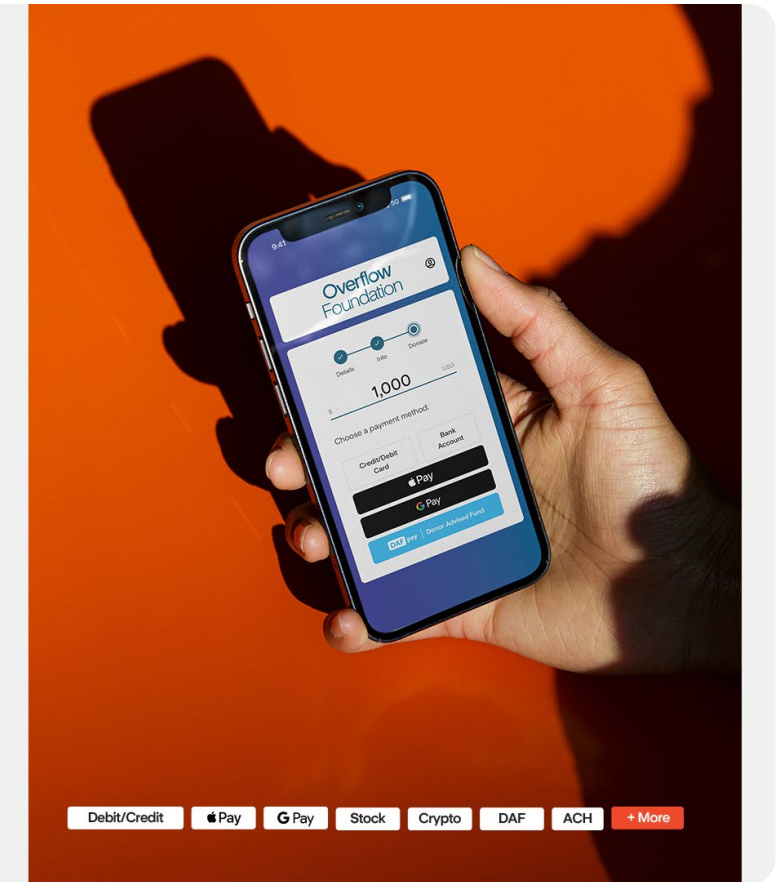
The Easiest Way to Give

Let generosity flow.



More Ways To Give Through Overflow

 **Overflow**
Let generosity flow.



DOWNLOAD HERE

Stage Script for Inspiration

#three

Use these pre-written scripts to help guide your communication when announcing Overflow during your service. They're designed to resonate with your congregation and inspire them to participate.

Inspire generosity...

PRE-LAUNCH

LAUNCH

POST-LAUNCH

“Good morning, beloved church family! We have an exciting announcement to share with you today. We’ve partnered with Overflow, an online donation platform, to power your generosity. Overflow offers the most ways to give and the lowest processing fees, making your giving go even further towards building God’s Kingdom.

For our new and one-time givers, simply use our website, now linked to Overflow, as the primary giving option. If you’re a recurring giver, watch for an email with easy instructions to set up your recurring gift on this new platform. We’ll be phasing out our old platform, - old platform name -, over the next couple of months.

Additionally, we’re thrilled to introduce a new way to give to our church. You can now contribute stocks, IRAs, crypto, and even give from your DAF through Overflow. It’s a taxefficient way to bless the Kingdom, as both you and the church are exempt from capital gains taxes. Simply scan the QR code behind me to get started.

Thank you for your commitment to building God’s Kingdom with us.

May God richly bless
you as you give!”

Get Inspired

PRE-LAUNCH

LAUNCH

POST-LAUNCH



PS. ADAM MESA



PS. CALEB TREAT



PS. RYAN SHOOK



PS. STEVEN ZEIER

Overflow Launch Video

#four

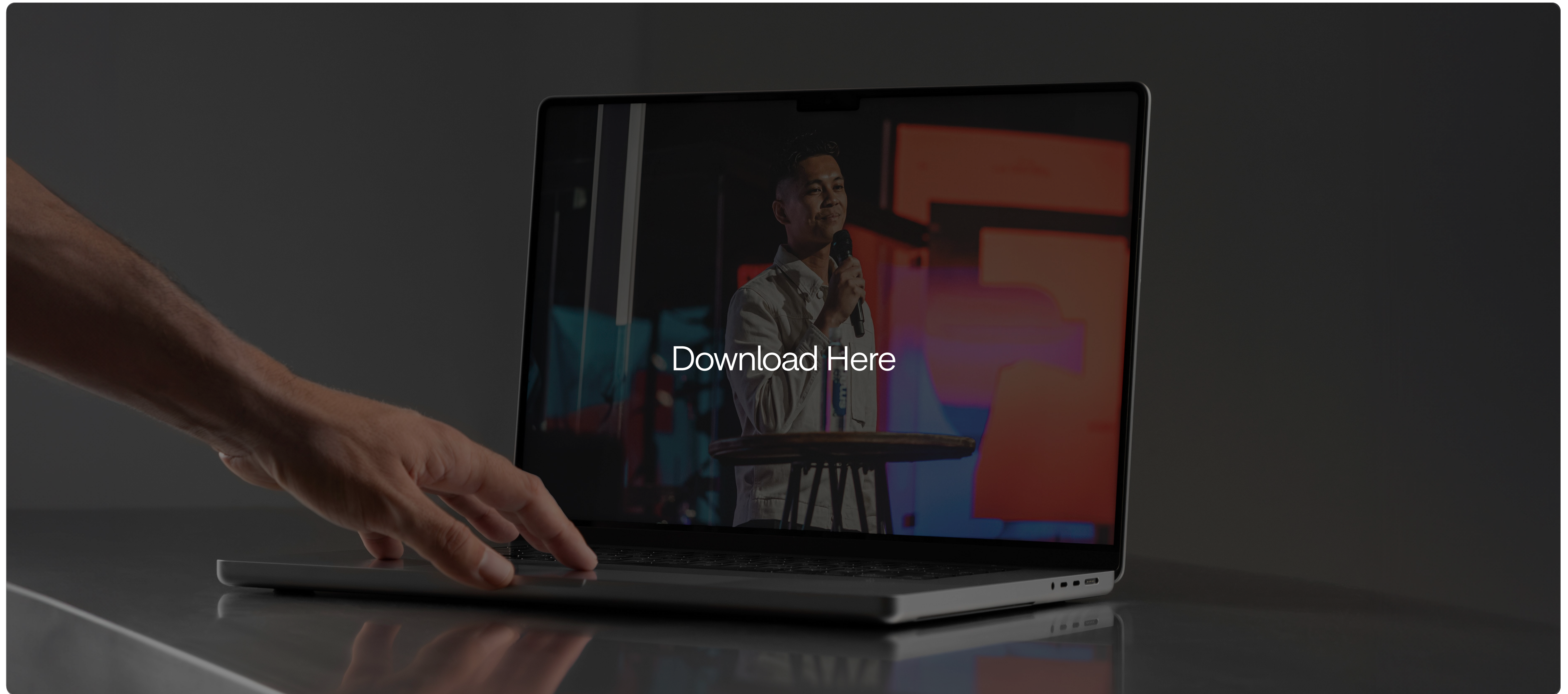
Share this video from Vance, the founder of Overflow, during your service. In this heartfelt presentation, Vance introduces Overflow, explaining how it empowers your church to give in simple and powerful ways. Let his vision inspire your congregation to embrace this new platform for generosity.

Download

PRE-LAUNCH

LAUNCH

POST-LAUNCH



Launch
Overflow Launch Video



Instagram Post

#five

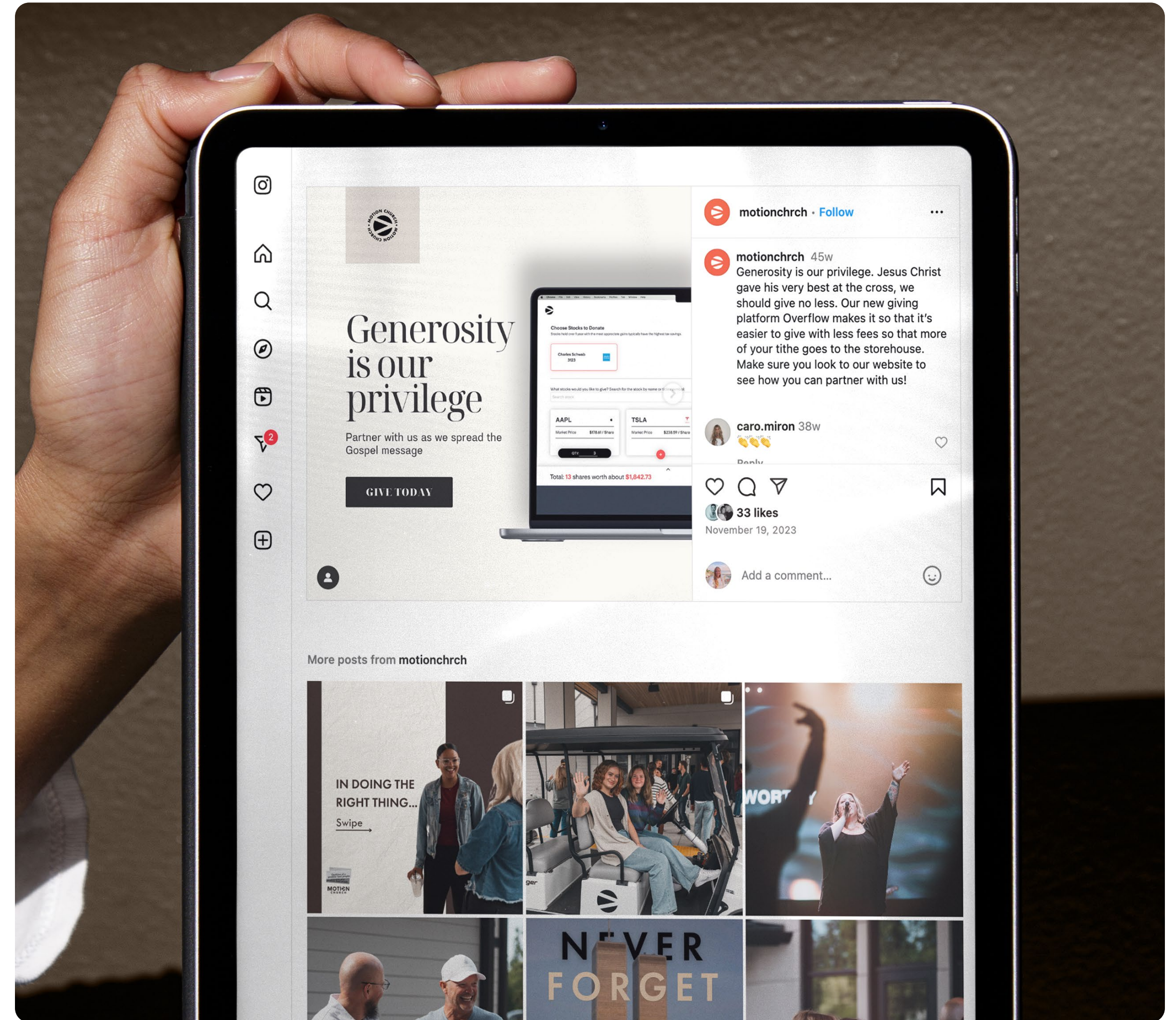
Announce the launch on social media with pre-designed Instagram templates. Highlight the excitement of launching and how it enhances generosity within the community.

Get Inspired

PRE-LAUNCH

LAUNCH

POST-LAUNCH



Launch
Instagram Post

Get Creative with Your Space

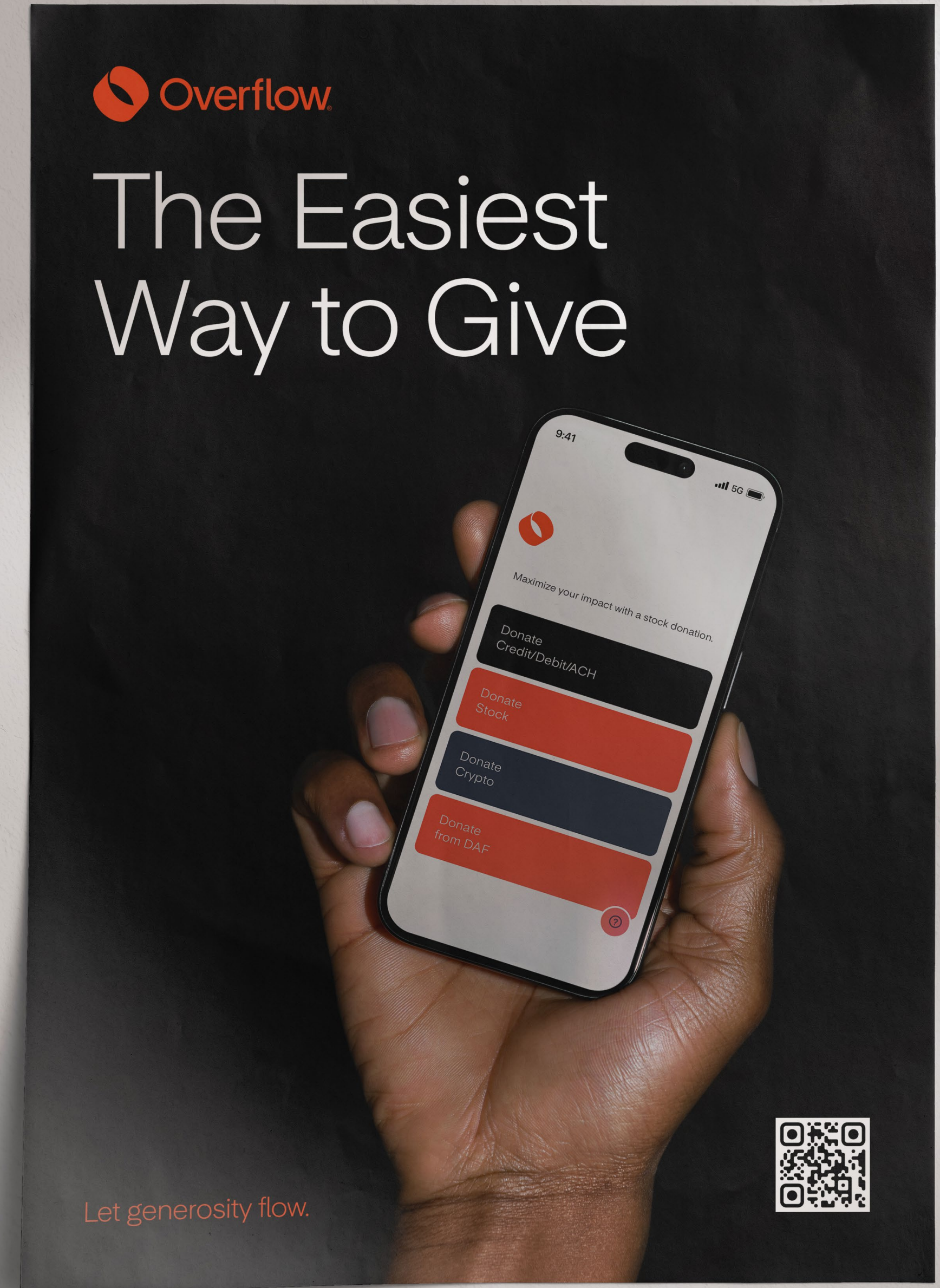
#six

Transform your church environment into a hub of generosity by creatively incorporating Overflow throughout your space. These ideas will not only grab attention but also invite your congregation to engage with the new giving platform in fun and meaningful ways.

Pamphlet Placement

Hang informational pamphlets in high-traffic areas, such as bathrooms and bulletin boards, to ensure your congregation frequently encounters details about the Overflow platform. Use eye-catching designs to spark curiosity and encourage participation in your church's mission of generosity.

Launch
Get Creative



Lobby Wrap

Create a striking visual impact by wrapping your church's lobby with engaging Overflow graphics. This display will beautify the entrance while serving as a powerful reminder of the new giving options. Inspire your community to explore how they can contribute to the mission of generosity.

Check out pictures of how Inspire Church and Motion Church accomplished this to get inspired and see the potential impact for your own space!



Launch
Get Creative

THREE

POST-LAUNCH

Reminder Email

#one

Don't let the momentum stop. Send a follow-up email using our provided template. See how Kalos Church successfully reminded their congregation with a similar approach.

PURPOSE

Here is an example of an email that can be sent to your church after you announce the giving platform transition from stage.

HOW TO USE

Feel free to use the exact wording from this template or to add your own. Make sure to replace the placeholder text with your information. Please refrain from removing key information that instructs your donor on what to expect from our team.

READ THIS

Subject: Attention {CHURCH NAME} Givers: New Giving Platform Launching Today!

Dear {DONOR NAME},

We want to express our gratitude for your unwavering support of {CHURCH NAME}. In our commitment to effectively steward your resources, we're transitioning to a new giving solution - Overflow. Overflow's innovative giving solution offers some of the lowest processing fees, saving the church money and ensuring your generosity goes even further. If you're a new or occasional giver to {CHURCH NAME}, now is an excellent time to set up a new recurring gift through Overflow. Click here to get started: {GIVING PAGE LINK}. For donors with recurring gifts, your action is needed!

Please follow these steps to ensure your generosity is uninterrupted:

1. Watch for a personalized link from the Overflow Team that has your recurring giving details pre-loaded.
2. Follow the link to add your payment method details and re-initiate your recurring gift. No need to create a new profile or submit a new donation.
3. Cancel your recurring gift in {Previous Provider}.

That's it! You're all set!

Any questions? Reach out to support@overflow.co.

Thank you for joining us in this exciting transition to Overflow. We're eager to see how God will continue to work through {CHURCH NAME}

Recurring Donor Reminders

Emails at Week 2 and 3

Call and Text starting week 4

Gamify it!

Hello {Donor Name},

This is a friendly reminder that, as of {Official Overflow Launch Date}, {Organization Name} has transitioned the platform we use for online giving from {Previous Provider} to Overflow. You may have seen an email in your inbox from the Overflow team. It is important you take action on this email as soon as possible to transition your recurring donation.

Here's what to do next:

Click the link in the email to review your recurring gift information, enter payment information, and submit your recurring gift. Cancel your recurring donation with {Previous Provider}

If you did not receive an email from Overflow with your custom link or if you have any questions, please reach out to support overflow.co.

Thank you for your unwavering dedication to building His Kingdom!

{Organization Name}

Email Strategy

Gamify it!

Encourage some friendly competition among your staff by challenging them to see who can get the most donors to migrate to Overflow. The winning staff member will receive exclusive Overflow swag - on us! This fun approach not only boosts engagement but also makes the donor transition process more exciting for your team.

Post-Launch
Reminder Email



Call Script: Transitioning Donors to the Overflow Giving Platform

#two

Transitioning donors to a new platform can be made simple with a personal touch. Use this script to guide your conversations when reaching out to donors, ensuring they understand the benefits of Overflow and how easy it is to make the switch. By highlighting the platform's security, convenience, and lower fees, you can help donors feel confident in continuing their generosity through Overflow.

[READ THIS](#)

Additional Resources

We've gathered everything you need to make your Overflow launch smooth and successful. Access the resources below by clicking on the button, and start using them right away to enhance your launch.

[DOWNLOAD OVERFLOW LOGO](#)

[DOWNLOAD OVERFLOW MOCKUP](#)

[DOWNLOAD OVERFLOW IMAGES](#)

END.

We believe this launch is a valuable moment in time to inspire new levels of generosity in your church, which is why it is so important to build a strategy and create assets to emphasize the message.

overflow.co | support@overflow.co