

Verbiage and Templates



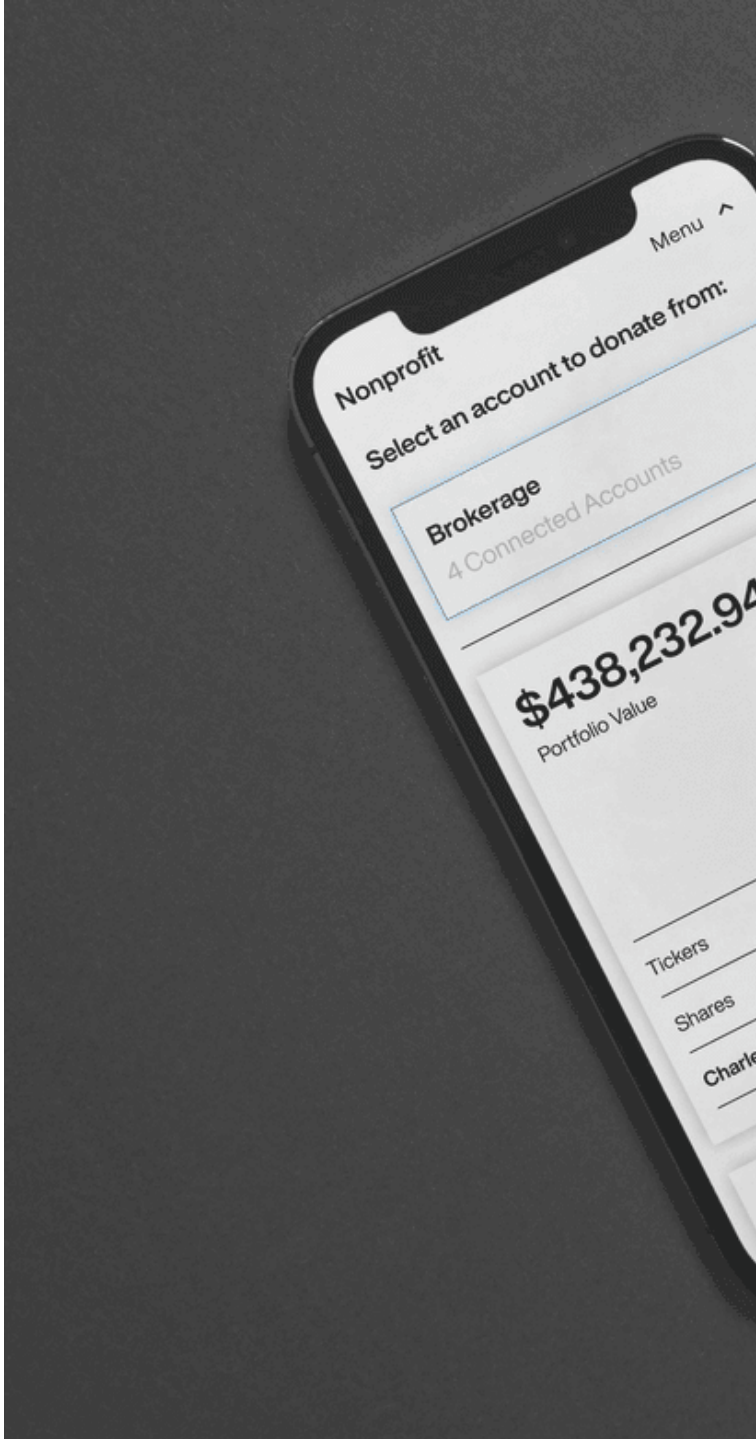
TABLE OF CONTENTS

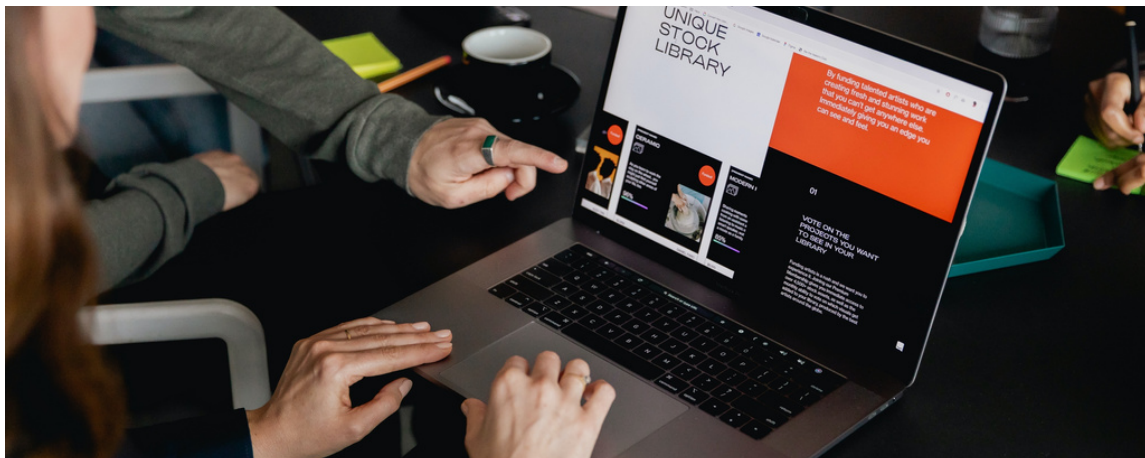
VERBIAGE

NEWSLETTER EXAMPLE

SOCIAL MEDIA INSPIRATION

OVERFLOW DEMOS





Tax Benefits

Make an impact by donating stock. We've partnered with Overflow to make donating stock, even just one share, quick, easy, and secure. Plus, you could save up to 20%* in capital gains taxes and up to 37%** in federal income taxes when itemizing deductions based on your tax bracket and the charitable donation value of your gift.

To understand the full tax benefits of giving appreciated stock, including potential state tax savings, please consult with your tax professional.

Soft Ask

If you can't give cash right now, would you consider a gift of stock instead? If your stock portfolio has done well this year, you can easily donate stock online to our church.

We've partnered with Overflow to make donating stock an easy, 5-minute process that you can even do from your phone. Plus, there could be incredible tax benefits to donating stock instead of cash. Learn more [here](#).

Banner Text

Donating stock can be one of the most tax-efficient ways to give. We've partnered with Overflow to make donating stock online quick, easy, and secure.

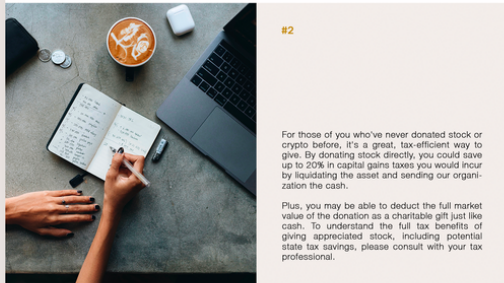
*This assumes all realized gains are subject to the maximum federal long-term capital gains tax rate of 20%, and that the donor originally planned to sell the stock and contribute the net proceeds (less the capital gains tax) to charity. This does not take into account state or local taxes, if any.

**This assumes the top individual federal income tax bracket for a taxpayer that is itemizing tax deductions and does take into account Adjusted Gross Income limitations on charitable contributions. This does not take into account state or local taxes, if any.

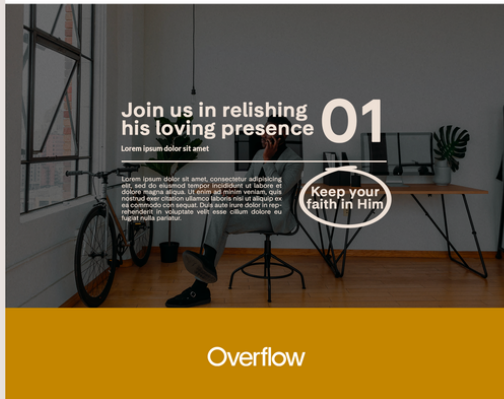
"Make an impact by donating stock. We've partnered with Overflow to make donating stock, even just one share, quick, easy, and secure. Plus, you could save up to 20%* in capital gains taxes and up to 37%** in federal income taxes when itemizing deductions based on your tax bracket and the charitable donation value of your gift."



You can now donate from your overflow, online.

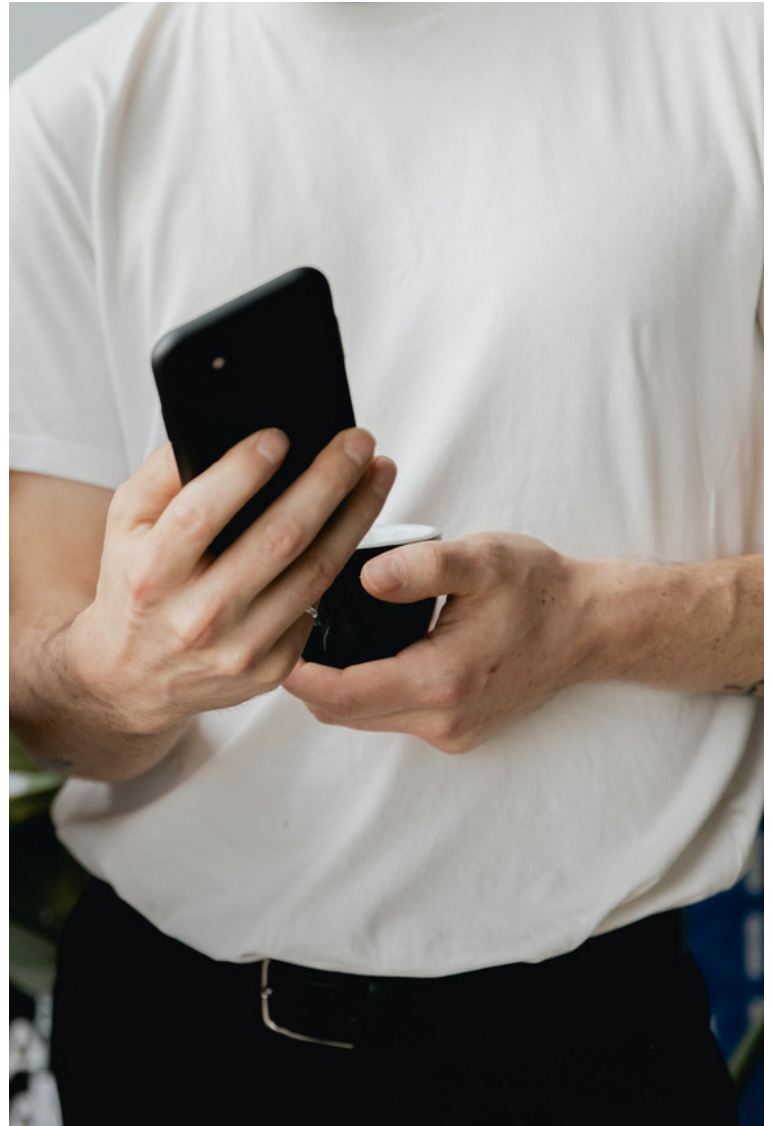


Give from your gains this year and maximize your impact.



SOCIAL MEDIA INSPO

Establishing trust and credibility in a new giving platform is critical. One way we've seen churches do this successfully is when their lead pastor shares about giving via stock and crypto with their Instagram following. Check out Pastor Jabin Chavez' great example [here](#), and follow these steps to do it yourself:



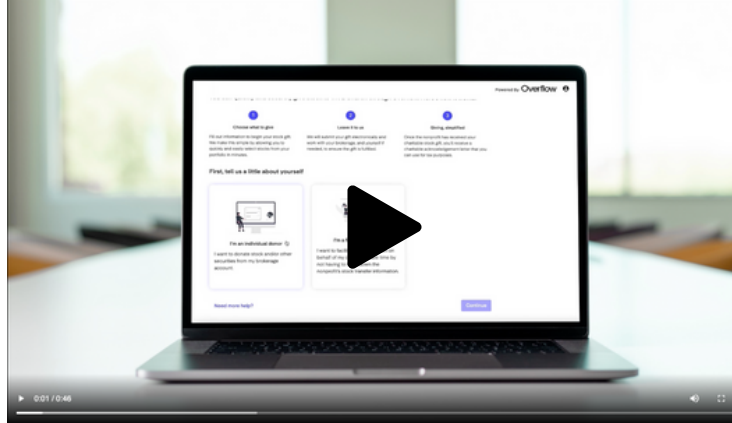
- One** Take a cellphone video of your lead pastor going to your church's giving page and clicking the "Donate Stock" or "Donate Crypto" options.
- Two** Ask your lead pastor to voice over the video describing how and why to give in this way. (Check out the Talk Tracks resource for inspiration!)
- Three** Have your lead pastor share the video and voice-over with their Instagram following to announce this new way to give. Make sure to tag @overflow_app!



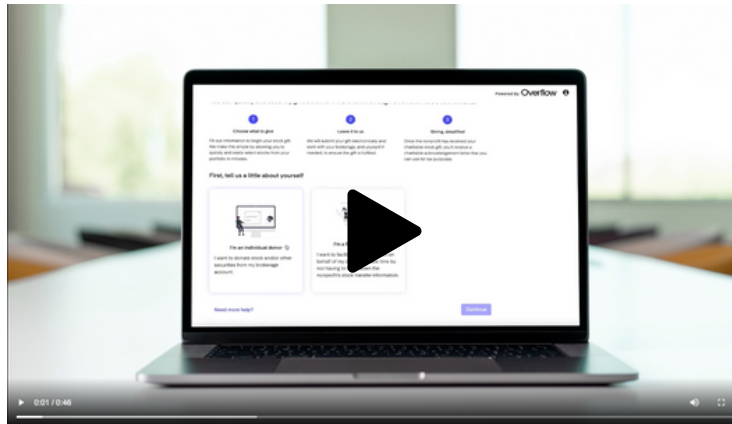
OVERFLOW DEMOS

These short videos are great for presenting how simple it is to give via Overflow. There are many ways for you to leverage these tools; on stage while speaking about ways to give on a Sunday, embedded within newsletters, or shared via social media.

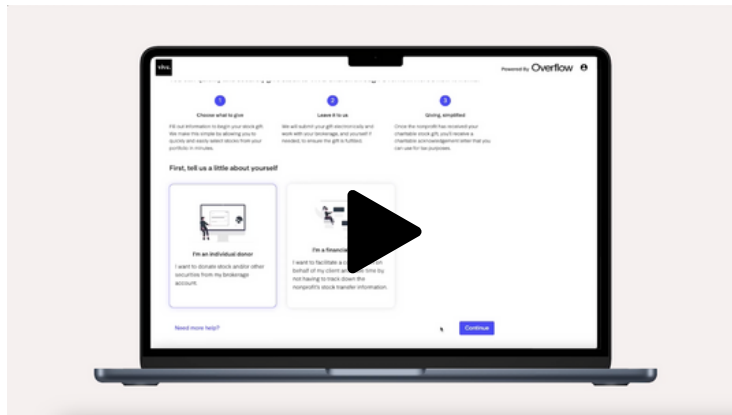
WITH MUSIC



NO MUSIC



SIMPLE (no background)



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World to Give



PURPOSE
DISCOVERY



FLOW
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