

# INTENTIONAL PROMOTION INTENTIONAL GIVING

**“Intentional promotion goes hand in hand with intentional giving!”**

Many of our Partner organizations have discovered that a key to helping donors give more and larger gifts is connecting them to the services CSS provides. By promoting the CSS services on your website your donors can access CSS information on a platform they already trust. CSS can suggest multiple ways to promote our services to your support community, including a webpage template you can use to develop a referral page right on your website. This provides your donors with awareness of the options available through your partnership with CSS.

By promoting the partnership with CSS through a number of channels, these encouragements collectively contribute to an increased likelihood of more and larger donations from your community.

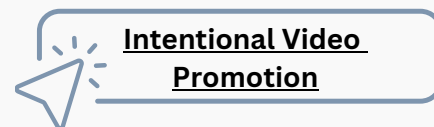
**By connecting your donors with a trusted source of information, you enhance your credibility as an organization. Promoting the CSS resources to your donors demonstrates that your organization cares about providing practical benefits to its community. This can increase perceived value among donors, making them more likely to support your mission financially.**



**SERVING PARTNERS ACROSS  
CANADA VIRTUALLY AND  
IN-PERSON**

WE HELP CHRISTIANS  
GIVE MORE  
**EFFECTIVELY**  
FROM THEIR  
**GOD-GIVEN RESOURCES**

Call Carol (ext. 213) who is our Partner Relations person for further information about this and other options to get the most from your partnership with CSS.



You'll also find here graphics and text option for your social media posts.

