2021 Giving Day Tool Kit  
Sample Messaging

**Giving Day/General Opening**

The past year, with its challenges and uncertainties, proved one thing: Church Health is and will always be committed to its mission to serve our neighbors the health care they deserve. Our patient population grew immensely, and we need your help to ensure we can continue to meet the growing need for medical, dental, behavioral health, physical rehabilitation and eye care services and support. Giving Day is just around the corner on July 27, and we invite you to become a Champion and join hundreds of others who give each month. Church Health Champions are committed, compassionate donors who give monthly to ensure quality health care to those in need. We can't wait for Giving Day, and we hope you'll join us!

**Giving Day Incentive 1**

Looking for a reason to give to Church Health on Giving Day? On Tuesday, July 27, all gifts to Church Health, whether a one-time gift or a monthly recurring gift, will be matched! Please give in July and double your impact on our community!

**Giving Day Incentive 2**

Did you know?

Thanks to the 2020 CARES Act, individuals can deduct up to $300 ($600 for married couples filing jointly) for cash contributions to charity as an “above the line” deduction. This new law applies even if the individual or couple does not itemize and takes the standard deduction.

**Giving Day Incentive 3**

What does my gift do for Church Health?

$18/ month

For each dental visit, Church Health has to use $18 in personal protective equipment to keep our patients and staff safe. Your gift can help us keep Memphis smiling!

$65/ month: Blood Pressure Cuff for medical patient with hypertension

$100/ month: Resistance Bands and rehabilitation for post-op patient

$250/ month: Long-acting inhaler for patients with asthma or COPD as daily maintenance medication for one month

Crafts for Care  
Sample Messaging

**Crafts for Care 1**

Crafts for Care will be here before you know it! As a weeklong, virtual event, Crafts for Care will take place July 20 - 27 with July 24 occurring live at Crosstown. For more information including vendor products, visit churchhealth.org/craftsforcare. We can't wait to see you there!

**Crafts for Care 2**

Join us July 20-27 to shop beautifully crafted products like these \*attach images\* made by local vendors at churchhealth.org/craftsforcare.