



END OF YEAR CAMPAIGN: HOW-TO GUIDE

Welcome to the end-of-year giving campaign as we work to provide hope and healing to the world through direct support of Global Ministries and the United Methodist Committee on Relief. As a church, you are invited to celebrate the global impact of our church while inviting others to learn about Global Ministries and UMCOR. This guide will assist you in sharing with your congregation how evangelism and church growth, missionaries, global health and disaster response and recovery are making the world a better place.

How does the campaign work?

Invite your congregation, Sunday school classes, small groups and ministries to become part of the mission work of Global Ministries and UMCOR through prayer, support and fundraising. Donors are encouraged to give to and advocate for the mission or ministry they are most passionate about and share their passion with others. As you move through the campaign, refer to giveumcmmission.org/see/ for recommended causes to donate. Free, downloadable social media graphics, prewritten content, missionary reflections, inspirational stories, videos, and other resources are available through ResourceUMC.org/see. Incorporate the information into church communications, e-newsletters and sermons, or create a special offering.

How can local churches become involved?

The local church plays an important role in connecting members to the mission of the global church. This is an opportunity to showcase how your church is a part of something bigger while raising financial support for these important ministries. This is also a great opportunity to use this campaign as an outreach to incorporate those in your community to join in the mission. Challenge your members to invite their friends and family to help raise awareness in the work we achieve together.

As a church leader, your role will be to introduce the campaign. The steps are simple:

1. **Review** the resources and plan and explore giving opportunities on Global Ministries' website.
2. **Involve** church leadership and laity in the campaign.
3. **Invite** your congregation to be a part of the campaign.
4. **Share** information and stories and incorporate the provided content into your social media posts, sermons and communications.
5. **Thank** your church for participating.

This effort can help your congregation discover—or continue to support—areas of mission they are passionate about. This campaign is an effort in which every area of your congregation can become involved—whether you are meeting in person or online. Children’s ministries can begin spare change drives, youth and young adult ministries can create virtual mission trips and learn about the cause you choose while fundraising, and the whole congregation can pray together for the outcome of the campaign.

How do we collect donations for the campaign?

Promoting specific details about online giving opportunities is an essential element of the campaign. When posting on social media or when you send out information, be sure to include a link to the online giving page giveumcmmission.org/see/. This will allow people to quickly make a donation and will offer them a location to include in their own social media posts so that others can give as well.

How will the funding be applied?

It’s your choice. Churches may choose a specific fund they want to support as a collective group, ask different groups or classes to support various missionaries or projects, or simply give to where the support is most needed. A great starting point to see the recommended causes can be found at giveumcmmission.org/see/

Where should donations be sent?

Ask your members to donate online at giveumcmmission.org/see/, but for those who are uncomfortable giving online, offer to collect the donations through your church. Once you have collected the funds they can be shared as a lump sum to giveumcmmission.org/see/. For additional information, contact donationhelp@umcmmission.org.

How do we connect our church with missions and ministry?

Your imagination is the only limit! Customize the suggested campaign schedule for your needs, invite your church to a mission fundraising challenge or virtual mission fair, or simply share how your congregation is making an impact at home and in the world.

What campaign resources are available to promote this campaign?

- How-to guide
- Suggested campaign schedule (see below)
- Social media graphics to use on your church social media, which you can send via email or text message or post online.
- Prewritten social media post – includes a suggested schedule with step-by-step instructions will help congregants learn more about the campaign and what you’re asking them to do.
- Prewritten newsletter and bulletin content
- Sample invitational letter/e-newsletter copy that is editable for you to customize the message and send out to your members (see below).
NOTE: Before sending this information, it would be helpful for one or more church staff members or lay leaders to complete the steps so that your congregation can be inspired by your example(s).
- Downloadable prewritten introduction letter
- Giving Tuesday sample letter
- Giving Tuesday social media graphics
- Stories and reflections to read and share
- Stories of how the missional work of The United Methodist Church is impacting the lives of others

What should social media posts include?

The end of year social media posts may incorporate several parts. It can include a link to your church's giving page paired with a description of the campaign or a graphic from the campaign, or be either a photo post or a video post.

- Campaign graphic posts are quick and easy. Use one of the provided graphics from UCom, post and include a written message
- Video posts can be created using the videos from Global Ministries page and sharing why the missional and disaster work of The United Methodist Church is important
- An invitation for people to join the campaign by making their own donation and sharing why on social media
- A reminder that any donation amount is appreciated and will make a meaningful and lasting impact in the lives of others
- The name of the church and a link to the online giving page to which you donated (or other giving instructions)

For example, this message could accompany either style of post: Now through the end of year, you are invited to financially support the transformational missional work of Global Ministries to strengthen and transform people and communities for God's mission around the world. Global Ministries has established partnerships around the world that enables them to provide mission in places many agencies are unable to reach. These partnerships were formed because of you – through your donations, your prayers, your service and your time. DONATE HERE: giveumcmmission.org/see/

About Global Ministries and The Advance

Global Ministries is the worldwide mission and development agency of The United Methodist Church. Founded in 1819, Global Ministries today supports more than 300 missionaries in over 70 countries, including the United States. It has personnel, projects and partners in 120 countries. Global Ministries connects the church in mission through evangelism and church growth, missionaries, global health and disaster response and recovery.

The Advance is the voluntary, accountable, designated giving arm of The United Methodist Church that ensures 100% of each gift is used for its intended mission or ministry. The Advance allows United Methodist annual conferences, districts, local churches and organizations, as well as individuals and families, to choose to support mission programs or mission personnel with their financial gifts. Each Advance project has been vetted and approved by Global Ministries and Advance staff to ensure that projects are aligned with the goals of The United Methodist Church

Learn more about Global Ministries, UMCOR and The Advance by visiting www.umcmmission.org or by following Facebook.com/GlobalMinistries and Twitter.com/UMCmission.

Sample Introduction Letter to Congregation

Customize the below message (replace all of the italicized copy) and use it in your church's e-newsletter or mail the letter to your congregation. There is also a prewritten introduction letter you can send that is available to download [here](#). This copy is written with an emphasis on global missions and UMCOR, but you can edit the messaging to focus on supporting a specific mission or project from [The Advance giving network](#). **Before sending this information, it would be helpful for one or more church staff members or lay leaders to complete the donation steps so that your congregation can be inspired by your example(s).**

Suggested email subject line: Offer hope to those who have lost hope

Dear *(church name)* family,

Now, more than ever, people are searching for the compassion. Now, more than ever, Christ needs you to see the needs of others through the eyes of divine love. Through the ministries of The United Methodist Church, together we can provide for hope to those who have lost hope.

This is why *(CHURCH NAME)* is participating in giving towards the Global Ministries end of year campaign November 1–December 31. We want to provide for those who need it the most, here at home, in our state, and around the world.

There are several ways we are asking you to participate: through faithful prayer, social media posts and monetary gifts. *(CHURCH NAME)* will share stories of the transformational work happening through our church, The United Methodist Committee on Relief (UMCOR), Global Ministries (the missional and disaster relief arm of The United Methodist Church) and the impact we make in the lives of others when we donate through The Advance (the voluntary, accountable, designated giving arm of The United Methodist Church).

Look for more information through (CHURCH NAME)'s announcements, social media posts and e-newsletters. This is a great time for our congregation to further God's mission and join with other churches to give in a season of need.

Together, we can make a lasting difference in the lives of others.

In Christ,
(Pastoral team/Pastor's name)

Sample Introduction Giving Tuesday Letter to Congregation

Customize the below message (replace all of the italicized copy) and use it in your church's e-newsletter or mail the letter to your congregation. There is also a prewritten letter you can send that is available to download [here](#). For the Giving Tuesday log... just copy the logo below. The letter is written with an emphasis on Giving Tuesday and why your members should support this campaign on this Global Day of Giving.

Suggested email subject line: See how you can make a difference



Dear *(church name)* family,

The weeks leading up to Giving Tuesday we are overwhelmed with multiple opportunities to give. The challenge quickly becomes who to trust in the flood of charitable appeals that will ensure your donation reaches those in need. That is not a concern when you give through worldwide mission and development agency of The United Methodist Church – Global Ministries.

This is why *(CHURCH NAME)* is supporting Global Ministries end of year campaign. Giving Tuesday is just one way we can drive interest in our local church and in our community. We want to provide for those who need it the most, here at home, in our state, and around the world through the most accountable, vetted, voluntary designated giving network managed by Global Ministries called The Advance giving network.

The Advance giving network allows United Methodist annual conferences, districts, local churches and organizations, as well as individuals and families, to choose to support mission programs or mission personnel with their financial gifts. Each Advance project has been vetted and approved by Global Ministries and Advance staff to ensure that projects are aligned with the goals of The United Methodist Church in the local area, help develop partnerships that are mutually advantageous, tell the story of projects and missionaries, and report how giving is making an impact.

You can support the campaign for Giving Tuesday in several ways: by posting the Giving Tuesday graphics found [here](#) on your social platforms inviting your friends to join and by donating yourself. *(CHURCH NAME)* will share stories of the transformational work happening through our church, UMCOR and Global Ministries that you can also share socially. This is a great time for our congregation to further God's mission and join with other churches to give in a season of need.

Together, we can make a lasting difference in the lives of others.

In Christ,
(Pastoral team/Pastor's name)

Suggested Campaign Schedule

REVIEW

Week of October 15	Planning	<ul style="list-style-type: none">▪ Review the campaign information and prepare for launch▪ Involve lay leadership and members in planning▪ Invite small groups, Sunday school classes and ministries to consider how they may like to raise support▪ This is a great opportunity to support missions while worshipping in person or online▪ Using your church social media accounts, follow Global Ministries and UMCOR on social media
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INVOLVE & INVITE

Week of October 22	Invite & Launch	<ul style="list-style-type: none">▪ Launch the campaign publicly through announcements, social media, and before or after worship▪ Invite your church to be a part of the campaign by using the sample letter or prewritten letter. Consider also using bulletin or newsletter content to introduce the campaign
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SHARE

Week of October 29	Ministry	<ul style="list-style-type: none">▪ Share SEE what ministry can achieve graphics (purple) & content
Week of November 5	Compassion	<ul style="list-style-type: none">▪ Share “Yours are the eyes through which Christ...” graphics (blue) & content
Week of November 12	Help	<ul style="list-style-type: none">▪ Share SEE how you can offer help graphics (blue) & content
Week of November 19	Giving Tuesday	<ul style="list-style-type: none">▪ Share Giving Tuesday graphics & content
Week of November 26	Giving Tuesday	<ul style="list-style-type: none">▪ Share Giving Tuesday graphics & content – post daily this week to drive interest
Week of December 3	Hope	<ul style="list-style-type: none">▪ Share SEE how you can offer hope graphics (purple) & content
Week of December 10	Compassion	<ul style="list-style-type: none">▪ Share “Yours are the eyes through which Christ...” graphics (purple) & content
Week of December 17	Hope	<ul style="list-style-type: none">▪ Share SEE how you can offer hope graphics (purple) & content

GRATITUDE

Week of December 31	Thank You	<ul style="list-style-type: none">▪ Thank your church for being a part of the campaign
Week of January 8	Results	<ul style="list-style-type: none">▪ Share how much was raised for the campaign