

END OF YEAR CAMPAIGN GUIDE



This year, let's look beyond the usual holiday gifts. Instead of buying presents that might soon be forgotten, consider giving a gift that lasts – one that brings life, hope, and change to communities around the world. By supporting Global Ministries and UMCOR, your church can make a real impact through mission projects that transform lives.

Why Choose a Different Kind of Gift?

While traditional gifts bring temporary joy, investing in mission projects helps people in need experience lasting change. From supporting health initiatives and disaster relief to funding missionaries who spread hope, your gift can reach beyond your family to touch lives across the globe.

How Your Church Can Get Involved:

This campaign is an opportunity to offer alternatives to typical holiday spending. Encourage your congregation to:

- **Donate in honor of loved ones.** Instead of material gifts, give on their behalf to support life-saving projects.
- **Start a fundraising challenge.** Rally your church groups, children's ministries, and small groups to raise funds.
- **Share stories of transformation.** Use the downloadable social media graphics, videos, and stories available at ResourceUMC.org/see to inspire others to participate.

How to Participate:

1. Explore giving options at giveumcmmission.org/see and choose a mission to support.
2. Spread the word in your congregation through announcements, social media posts, and newsletters.
3. Encourage members to invite family and friends to join in giving meaningful gifts that make a global impact.

Why Your Gift Matters:

The money you would spend on gifts that might sit on a shelf can instead be used to:

- Build clean water systems.
- Provide health services to those in need.
- Support missionaries who spread hope in hard-to-reach places.
- Assist communities recovering from natural disasters.

Your congregation's contributions will directly fund these vital projects through Global Ministries and UMCOR. Every dollar given goes to the mission of your choice, ensuring your support has a tangible, life-changing impact.

This holiday season, think outside the box. Choose gifts that reflect your heart for mission, and give the gift of hope to those who need it most.

Learn more at giveumcmmission.org/see and inspire your community to give gifts that truly keep giving!

Campaign Resources

Find the below resources for the campaign at ResourceUMC.org/see

- Suggested Campaign Schedule
- Sample prewritten content
- Sample letter that is editable
- Sample Giving Tuesday letter
- Social media graphics

Suggested Campaign Schedule

Consider this campaign schedule to help you implement the campaign in your church or community.

REVIEW

Week of October 14 “Planning”

- 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
- Using your church social media accounts, follow Global Ministries and UMCOR on social media

INVOLVE & INVITE

Week of October 21 “Invite and Launch”

- 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 prewritten content to introduce the campaign

SHARE

October 27– December 31 “Share the news” through the campaign graphics and prewritten content

- *Week of October 27*- Share content that introduces the campaign. Include the social graphics and link to the Global Ministries website for more information and donation options.
- *Week of November 3*– Share content that invites people to join the campaign. Include graphics and links.
- *Week of November 10* – Share content and graphics that informs people about the mission work of Global Ministries and invite them to give.
- *Week of November 17* – Share content and graphics that reminds people that their gift can be a lasting gift that transforms lives. Invite them to donate to a specific mission.
- *Week of November 24*– Share content to support for Giving Tuesday. Invite them to participate.
- *Week of December 1*– Share content to support for Giving Tuesday. Post multiple times this week to encourage participation in Giving Tuesday and share the link for donations.
- *Week of December 8*– Share content to support a specific mission in the campaign. Include the social graphics and link to the Global Ministries website for more information and donation options.
- *Week of December 15*– Share a missionary devotion from the Global Ministries website.
- *Week of December 22* – Share a missionary devotion from the Global Ministries website.
- *Week of December 29* – Share a missionary devotion from the Global Ministries website and invite donations.

GRATITUDE

January 5 – January 12 “Give thanks and gratitude” through the campaign graphics and prewritten content

- *Week of January 5* – Share content of gratitude for participation in the campaign.
- *Week of January 12* – Share your congregations total donation total and show gratitude for support of this missional impact.