



GLOBAL MINISTRIES
General Board of Global Ministries
THE UNITED METHODIST CHURCH

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

THIS MOMENT MATTERS

Welcome the stranger, **feed** the hungry
and **care** for the sick.



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 the Advance through Global Ministries, UMCOR or Higher Education and Ministry, your church can make a real impact through mission, education and humanitarian ministries that transform lives.

Why Choose a Different Kind of Gift?

While traditional gifts bring temporary joy, investing in mission, education and ministries of The United Methodist Church helps people in need experience lasting change.

Throughout this time, we'll share inspiring stories of this transformative work happening through The United Methodist Church — aid and shelter for those fleeing conflict, life-saving medicine, clean water projects, students' educational dreams and agriculture programs that offer both nourishment and income.

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 and prewritten content available at ResourceUMC.org/EOY-Giving to inspire others to participate. Find stories of transformation at ThisMomentMatters.org and share them through all your available platforms.

How to Participate:

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

END OF YEAR CAMPAIGN GUIDE

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.
- Provide access to education and support Methodist-related institutions.
- Offer food, shelter and medical care to refugees and displaced families.
- Assist communities recovering from natural disasters.
- Offer food and humanitarian aid in places of war and conflict.
- Support agriculture programs that provide food security and income.

Your congregation's contributions will directly fund these vital ministries through Global Ministries, UMCOR and Higher Education and Ministry. Every dollar given goes to the mission, educational program or humanitarian ministry 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 ThisMomentMatters.org and inspire your community to give gifts that truly keep giving!

Campaign Resources

Find the below resources for the campaign at ResourceUMC.org/EOY-Giving

- Suggested campaign schedule
- Sample prewritten content
- Sample letter
- 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 12: "Planning"

- Review the campaign information and prepare for launch.
- Involve the lay leadership and members in planning.
- Invite small groups, Sunday school classes and ministries to consider how they may like to support.
- Using your church social media accounts, follow Global Ministries and UMCOR on social media.

INVOLVE & INVITE

Week of October 19: "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.

END OF YEAR CAMPAIGN GUIDE

SHARE

Week of October 26 through December 31: “Share the news” through the campaign graphics and prewritten content.

- Week 1 - Share content that introduces the campaign. Include the social graphics and link to the Global Ministries website for more information and donation options.
- Week 2 - Share content that invites people to join the campaign. Include graphics and links.
- Week 3 - Share content and graphics that informs people about the mission work of Global Ministries, UMCOR and Higher Education and invite them to give.
- Week 4 - 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 5 - Share content to support for Giving Tuesday. Invite them to participate.
- Week 6 - Share content to support Giving Tuesday. Post multiple times this week to encourage participation in Giving Tuesday and share the link for donations.
- Week 7 - 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 8 - Share a missionary devotion from the Global Ministries website.
- Week 9 - Share a missionary devotion from the Global Ministries website.
- Week 10 - Share a missionary devotion from the Global Ministries website and invite donations.

GRATITUDE

Sunday, January 4 – Saturday, January 17: “Give thanks and gratitude” through the campaign graphics and prewritten content.

- Week of January 4 - Share content of gratitude for participation in the campaign.
- Week of January 11 - Share your congregations total donation total and show gratitude for support of this missional impact.

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