



GLOBAL MINISTRIES
General Board of Global Ministries
THE UNITED METHODIST CHURCH

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

UMCOR
United Methodist Committee on Relief

This Year, **Give** With Purpose

2026 Advance End of Year Giving Campaign

This year, consider giving a gift 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 impact mission, education, and humanitarian ministries that transform lives throughout the world.

Why Choose a Different Kind of Gift?

While traditional gifts bring temporary joy, investing in the 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 the transformative work happening through The United Methodist Church—aid and shelter for those fleeing conflict or disaster, life-saving medicine for the sick, clean water projects, scholarships that support students' educational dreams, and agriculture programs that offer both nourishment and income.

When you give to [This Moment Matters](#), 100% of your congregation's donations will support life-giving ministries in five areas of urgent need—agricultural and food security, education, global health, migration, and peace efforts.

How Your Church Can Get Involved:

- **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. Use the prewritten customizable content and digital toolkit to inspire others to participate.
- **Share stories of transformation.** 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.

Campaign Resources:

- Suggested campaign schedule
- Sample pre-written letters and emails
- A digital tool-kit, with videos, presentation materials, and social media posts

CAMPAIGN OVERVIEW



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Suggested Campaign Schedule

Consider this campaign schedule to help you implement the campaign in your church or community. You can access a [digital campaign toolkit here].

PLANNING

Week of October 11:

- 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, Higher Education and Ministry, and UMCOR on social media.

INVITE AND LAUNCH

Week of October 18:

- 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 THE IMPACT

Week of October 25 through December 31:

- Week 1 - Share content that introduces the campaign. Include the social graphics and link to ThisMomentMatters.org 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 ThisMomentMatters.org for more information and donation options.
- Week 8 - Share a missionary devotion from UMCmission.org.
- Week 9 - Share a missionary devotion from UMCmission.org.
- Week 10 - Share a missionary devotion from UMCmission.org and invite donations.

GIVE THANKS AND GRATITUDE

Sunday, January 3 – Saturday, January 16:

- Week of January 3 - Share content of gratitude for participation in the campaign.
- Week of January 10- Share your congregations total donation total and show gratitude for support of this missional impact.

CAMPAIGN TIMELINE