



# YEAR-END GIVING: PLAYBOOK



**COMMUNICATIONS**

United Methodist Communications

THE UNITED METHODIST CHURCH

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# FOREWARD

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## Dear Family Members of The United Methodist Church,

As we begin a new year together in our spiritual journey, it's important to pause and think of all the opportunities we have in the various ministries of our church. Because of the passion and desire to serve Jesus, this booklet produced by United Methodist Communications provides many practical ideas, strategies and timelines for inspiration. We start with prayer, for only God can build and create our success stories.

What are your dreams? What are your hopes for those who will come after us? We have so many opportunities with the many, many gifts God gives us. My advice for this playbook is to start at the end. Plan your celebration first, for we need to celebrate all that God does for us and through us. We need to be a thankful people. Use the appendix and worksheets, the graphics and then the stories. Look at a playbook as a chance to play with new ways to approach giving and stewardship.

Don't just tell your story. Tell God's story. Build relationships. Say "thank you" in all circumstances and express gratitude. We live in a global community, and the purpose of our connection is to change the world for Jesus' sake. My prayer is that all the ways we give will lead to sharing and showing Jesus' love to others. Celebrate a playbook that lets you know you are not alone. You have help through God and through us all. God bless your adventure in giving and growing with giving and growing more!



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# INTRODUCTION

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If you have been around ministry for any amount of time, I am sure you are no stranger to the big push for giving at the end of the year. Either you have been the pastor sharing giving opportunities and needs from the pulpit, or you have been the church member sitting in the pew listening to the giving sermon.

Regardless, the subject of “year-end giving campaigns” is not a new one for you.

When you choose to embark on a giving campaign at the end of the year, you are entering a very crowded “marketplace.” You are also competing against consumerism, an obsession with buying material things and the concept where people believe they must purchase items whether for personal indulgence or to keep the economy afloat.

These individuals are often pressured into buying needless, extravagant things all in the name of “finding the perfect Christmas gift.”

As Christ-followers, we are recipients of the free gift of salvation, and as we experience this generous gift from God, we can give to others generously. There is a transformation of our souls when we give graciously and generously, when we pay forward the grace and generosity we have received.

The following is a year-end giving blueprint to help you enter that crowded “marketplace” and communicate to your members in a way that is encouraging, exciting and a life changing, life-giving experience for all involved.

## **Your year-end campaigns will provide:**

1. an opportunity to influence the consumerist impulses with a biblical, grace-based generosity message;
2. an opportunity for you to communicate your vision for the year and to build momentum going into the new year;
3. an opportunity to focus ministry efforts on felt needs...
  - a. within your congregation (building expansion, new roof, quality equipment for the children’s ministry, new outreach ministry, etc.),
  - b. within your local community (a local ministry serving the homeless, the disenfranchised, the underprivileged, etc.),
  - c. within your connectional ministry efforts (a clean water project, missionary support, human trafficking efforts, etc.).

# WHY SHOULD WE DO THIS AT THE END OF THE YEAR?

Our congregations are used to hearing giving messages; they are used to giving opportunities in general.

As mentioned before, the end of the year is a crowded space. It can be easy for your church's giving opportunities to get lost in the year-end chaos, and it may be tempting not to address giving opportunities at all, waiting until a time of year when you do not have as much commotion in the same space.

The way to life change is through generosity, and much of our natural generosity happens at the end of the year.

## Why is this?

1. The end of the year signals end-of-year taxes, which means contributions to your church can improve a taxable-income situation for givers in your church. For many, this is a major giving incentive.
2. One's income may change or vary greatly throughout the year. Year-end bonuses or checks may be the bulk of income for the year.
3. Many givers wait until the end of the year to tithe when final acknowledgements and accolades come from clients and employers.

Regardless of the reason, end-of-year giving is crucial to your budget. In fact, the months at the end of the year are the most charitable, with December being the largest giving month for most churches.

A recent survey from Giving USA found that 50 percent of "big-gift giving" happens from October through December, with 25-33 percent of all charitable giving occurring in December.

It is clear that generosity and giving in our churches is not a lost cause! In fact, a recent survey from "Giving Rocket" noted that 86 percent of churches meet or fall just below budget!

What does that tell us? It tells us that churches are growing and thriving in today's landscape. Giving is a core value of many individuals in your congregations. Church vitality is tied to communicating your vision for ministry.

A thriving church will use the natural giving instincts at the end of the year as a way to focus ministry and build momentum.



A successful year-end campaign starts in the autumn, ideally in the last three or four months of the year.

# HOW DO I PLAN MY YEAR-END GIVING?

This campaign will be something you plan a season in advance – maybe as early as the summer, maybe even in the spring. It all depends on your schedule and what makes sense for your congregation and staffing.

Not everyone is on the same schedule, so it's OK to start, even at the end of the year.

We want this resource to give you enough ideas and frameworks so that everything makes sense, given the time you have to devote to this.

We want this resource to excite you and your staff about the tangible impact in your community's participation in giving and generosity.

Here is an outline to get you started. We have included an appendix at the end of this resource with more details.



# PHASE ONE: DISCERN, IDENTIFY AND RESEARCH

October is ground zero of your year-end giving campaign. Ideally, you'll be assessing and identifying needs all year so by the start of the last quarter, you'll have a great launching pad to determine the right focus for the last giving campaign of the year.

Start by identifying, from your own viewpoint, the major needs of your church.

Is the roof leaking? Are there no more parking spots on Sunday? Are you running out of room in the children's areas? What have you and your senior leadership identified as crucial needs for the growth and vitality of your church?

Next, invite your staff into the conversation.

Do they agree with your assessment? What needs have they identified in the areas for which they are responsible? Are they passionate about a particular local ministry? You can do this as a brainstorming session, or by using visual elements. Start a Google Docs team, a staff survey or a Dropbox folder where your team can share their initial thoughts and needs.

Then, when you have all the information readily available, narrow the focus of your campaign into the following three segments:

1. Church advocacy (felt needs within your church),
2. Local advocacy (felt needs within your community),
3. Global advocacy (felt needs within the connectional community).

By categorizing giving opportunities into three categories, you allow your church members an opportunity to resonate with a message, supplying them with several reasons to give.

This also allows you to focus your church giving toward the ministries and the needs most closely resembling your "church's DNA."

When we raise awareness for our internal needs, we are offering givers an opportunity to contribute where they will see immediate results.

This can be especially significant for new givers.



Here are some examples of church advocacy:

- Building maintenance
- Building expansion
- A new campus
- New equipment for worship, children, hospitality, etc.
- Staff expansion

### Let's talk about local advocacy

When we collaborate with local ministries, we are offering givers an opportunity to experience real change within their own communities. Local ministries and charitable organizations are already positioned to influence their public and can be catalysts for change in their area of focus.

Quite honestly, local ministries can accomplish things in the community, where the church, on its own, cannot. Moreover, when we become giving partners with a ministry, we naturally cultivate volunteer opportunities in which our members can engage with their families, small groups or on their own.

A mobilized church can effect real change in their community, and that change often starts with giving. Some examples of local ministry giving opportunities are:

- ministry that serves the homeless,
- food drives,
- ministries that help the disenfranchised (single parents, unemployed, teens-in-crisis, etc.).

### What about global advocacy?

When we advocate for connectional ministries, we are recapturing the mission of our church.

It can be so easy for us to lose sight of the church's global mission and vital global presence, so easy to become hyperfocused on our own needs.

As part of our missional imperative, we want to recognize that it is God's mission for us to reach the world, to change the world.

We want to awaken our members' awareness of the connectional needs, and we can do that by providing giving opportunities.

We can provide effective engagement and life change when we give and support a mission as a church community. We have already established many connectional giving opportunities within The United Methodist Church.

Here are a few ideas for global advocacy:

- The Advance,
- Apportioned funds,
- Special Sunday funds (Student Day, One Great Hour of Sharing, Native American Ministries, Peace with Justice, World Communion Sunday and Human Relations Day).

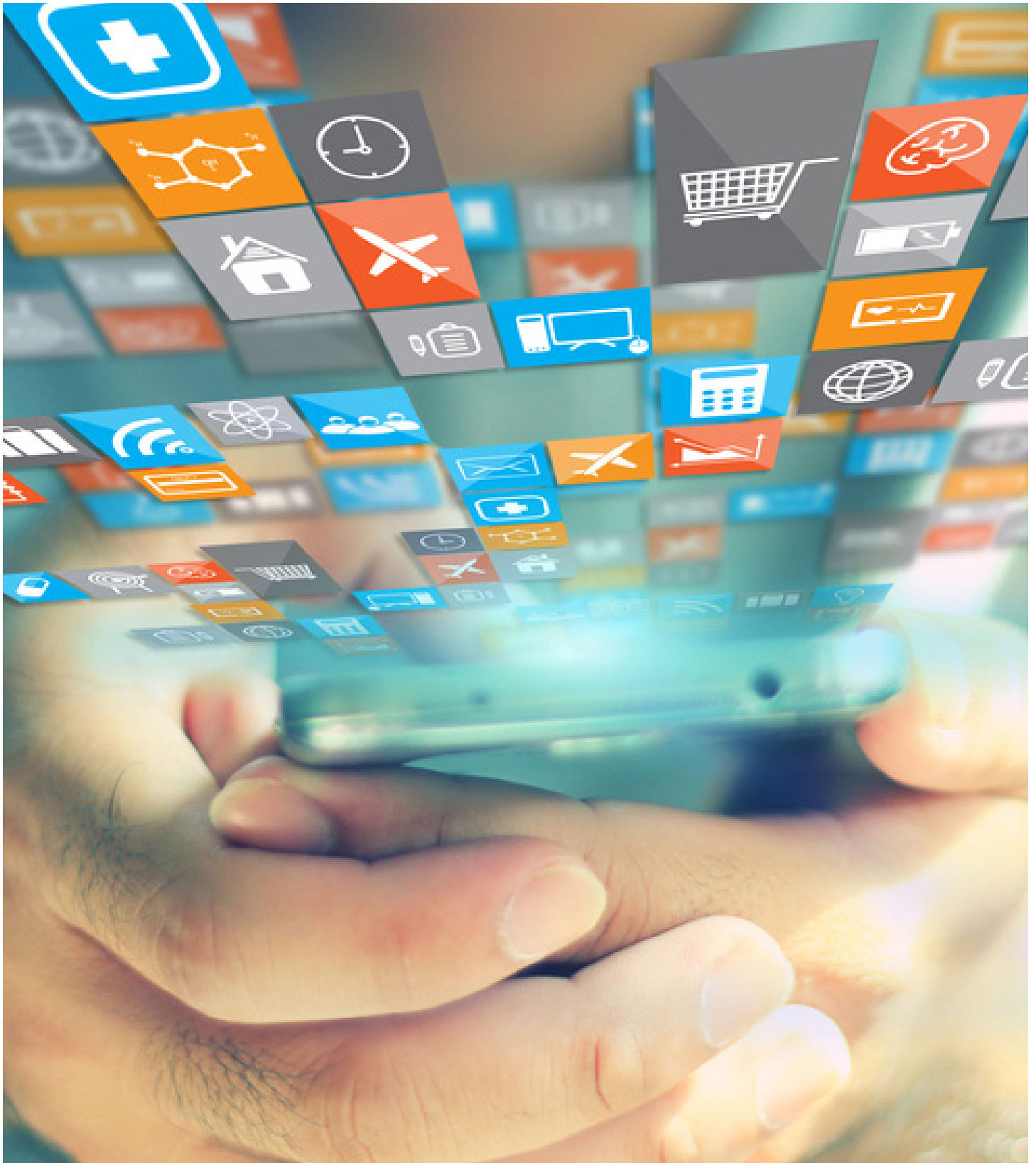


## PHASE TWO: MOBILIZE AND ENGAGE

Phase Two is the time to engage your core community.

This can include your senior leadership, your team leaders, your most faithful and passionate volunteers and givers, your highest influencers, etc.

First, start a prayer chain calendar. Produce a way in which people can sign up to pray for the giving campaign every day throughout the end of the year. You can do this with electronic tools or traditional tools.



Below are three examples of electronic scheduling tools:

- Google calendar
- SignUpGenius
- Doodle

For a universal approach, Facebook can be invaluable. Create an event on Facebook that runs from Nov. 1 to Dec. 31 and invite people to attend.

As a reminder, the event will “live” in the notification section of each invitee during the entire span of those dates. You can also post status updates promoting the importance of prayer.

If you’d like to use a more traditional approach, print a sign-up calendar with all of the days left in the campaign and invite people to sign up before or after services. We’ve included an example of this at the end of this resource for you.

In addition to providing a place for people to sign up to pray, it is important to have in-person events, or something that might be called “vision events.” Choose two to three dates at the end of the year to pitch the vision for the upcoming year to your high-capacity donors and leaders.

Vision events should provide an intimate atmosphere, sharing the direction of the church for the upcoming year. Include a designated time to celebrate where your church is going and a time allotted for attendees to ask questions.

This can be an incredible way to organize your givers before the public launch of your ministry.

Take advantage of this in-person event (AKA “vision event”) to identify three to five core campaign opportunities and ask for champions/advocates for each of them. Connecting at this level heightens awareness within your congregation and provides an opportunity for peer influence toward generosity.

Make sure you invite people to plan their giving by providing commitment cards to the participants. Commitment cards will help people quantify and earmark their donation. This not only helps families and individuals plan their year-end giving; it also helps you with your year-end budget planning!

Going into the Thanksgiving season is the perfect time to talk about your year-end campaign.

Many churches host United Methodist Student Day during the Thanksgiving season. This is the perfect time to talk about United Methodist Student Day in a way that shows that giving isn’t a binary decision.

In fact, in stewarding our resources, in cultivating a generous heart, we can thoughtfully and intentionally direct giving to several funds. This kind of giving bears fruit in multiple ways.

Student Day is just one way that our church demonstrates God’s love as “outward” and “future forward,” not just “inward.”

So, as you set about announcing your year-end giving campaign, it is important to be intentional. Leadership starts in the pulpit.

Let your members know how excited you are to teach about generosity, to talk about stretching our faith. Take some time to highlight needs in the community and share how your church will be a part of meeting those needs.

We need to use a pivotal Sunday at the end of the year (Thanksgiving Sunday, for example) to talk about how generosity is a life-altering opportunity and experience and how it stretches and improves our faith.

These announcements are a powerful stepping-stone into Phase Three.

## PHASE THREE: THE LAUNCH AND RECURRING MESSAGE

Phase Three is a good time to start discussing your campaign from the pulpit in more than just announcements.

You might choose to do a message series, or to do this as a recurring announcement/update series before the offering or message.

Regardless of the way you decide to talk about this, recurring messaging is very important. Talking about internal, local and global giving opportunities gives us the chance to consider our purpose as a missional community.

We want our members to know just how important it is for us to affect the community around us.

This time at the pulpit is devoted to building momentum.



Here are some ways to build that momentum.

- **Talk about why you went into full-time ministry.**  
Talk about your personal story. Connect the dots in your life about how your decision to dedicate your life to ministry is also a response to gratitude for the generous gift of salvation. Are there any examples in your personal life, relationships or career that can share how generosity has been instrumental in your life?
- **Talk about the legacy of this church.**  
When we talk about giving, we are talking about our legacy. What changes will be effected because of our gifts, because of our generosity? Let us identify what kind of legacy we want to leave as a church.
- **Talk about the upcoming year and the different categorizations of giving you have identified.**  
Share the outlets you have identified at the internal, local and global level. Talk about the reason(s) why your church chose your individual giving opportunity for the year ahead, how it ties into the mission of the church and what it means personally for members of your community.
- **Invite your church to become a part of a giving revolution, to become catalysts for change, to become generous, to become life changers. We are a community of believers, and we want to create change!**

# SERMON or ANNOUNCEMENT SCHEDULE

## Thanksgiving Sunday

- Talk about how generosity is a life-changing opportunity and how giving stretches and improves our faith.

## December Week 1

- Giving Tuesday
- Share several opportunities for your members to give/be generous.

## December Week 2

- Share generosity stories from your life and your congregation.
- Share stories of change from the organizations you've chosen to support.
- Share internal statistics.

## December Week 3

- Talk about gift giving
- Focus the season from "Consumer Season" to the real reason for the season.

## December Week 4

- Merry Christmas!

## First Sermon of the Year

- Focus on the new year ahead, celebrate the Generosity Campaign with some broad stats, Save analytics for end of January.



Here are what sermons during the last month of your campaign (likely in December) might look like:

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#### **Week One: Pre #GivingTuesday Sermon**

- Share three non-church charity options that are in line with your year-end campaign values.
- Share an opportunity to support your own campaign.
- Make it easy for people to donate.
- Send a community email sharing the giving opportunities and the “why” behind each one.
- Begin posting on social media.
- Provide an e-book or guidebook explaining the giving opportunities on your website and Facebook page.

#### **Week Two: Story Sharing**

- Share your own generosity story.
- Share generosity testimonials from church members.
- Share stories about change from the organizations you have chosen to support.
- Share internal statistics: 100 percent of our staff have already committed to giving XX% percent toward our goals. Join the movement!
- Share stories of leaders stepping up within your church. Talk about why they are excited about the cause they have adopted or the one which they are advocating.
- Send a community email after the message, summarizing the giving opportunities and provide links so members can click and give.

#### **Week Three: Christmas Gift Giving**

- Talk about the idea of gift giving.
- Talk about examples of gift giving in the Bible.
- Talk about the spirit of generosity and God’s generosity to us.
- Borrowing from an old adage, spend time focusing on the real “reason for the season” instead of the hyped commercialized season.

#### **Week Four: Merry Christmas**

- Christmas is here. Christ is our Gift!

#### **Last Week of the Year**

- Focus on the new year and be thankful for what these generous donations will allow your congregation to accomplish.
- Every day this week, get your message across on social media and remind your congregation to take advantage of the links provided that enable them to give electronically.



## PHASE FOUR: THE CELEBRATION

One of the things we cannot forget is to celebrate the generosity of our congregation! Use the month after your campaign to analyze internally and celebrate publicly.

On the first Sunday after the campaign, reflect on the year ahead. Thank everyone for their gifts, celebrate the stretching of our faith and the raising of awareness for felt needs within our community and share any immediately available statistics or testimonies.

For example, you might say, “We heard from our contact at the local food drive and he told me this is the first year he did not run out of food the day after Christmas. He wanted me to thank you for giving so generously.”

As a team, during the first weeks after your campaign, you need to allocate time to assess the success of your campaign.

Here are some questions you might ask yourselves:

- How did the congregation respond to the messaging?
- How much did we raise?
- What were the most effective messaging tools? Facebook, Twitter, email, etc.?
- What were the most common questions we received?
- What did we learn?
- What did we do best?
- What should we change next year?
- What feedback was shared from our members? Do we need more?

During the fourth week after the campaign, set aside time before your sermon to give a “State of the Church” address and share the results of the giving campaign.

There is no need to itemize each line; approximate numbers are fine.

Here are some guidelines you might use for sharing:

If you did not reach some of your goals, tell how much of the goal you did reach and how much further you have to go.

Show a time line for progression – how soon will the congregation actually “see” the changes made in your church?

Provide a feedback loop (a telephone number or an email address) for people to use if they have questions.



# HOW TO GET STARTED: THE APPENDIX

As we mentioned, we put together an appendix with some step-by-step practical applications for your year-end giving campaign.

## **Research Phase**

We have identified Phase One as the “Research and Identification Phase.” However, what does that mean? How do you get started?

### **Analyze the Giving Trends at Your Church**

Use the period of time over the last 24 months and identify some of the trademarks of giving at your church.

- What dates had the most traction with your givers?
- What service times give the most?
- What age groups give regularly?
- Do people give more online or in person?
- Do people give more after a video or after an in-person announcement?

### **Assess What Your Giving Trends Mean for Your Campaign**

- If you have an early and late service, will you position the message differently at different services?
- Will you ask someone with influence to provide the announcements or stories as the campaign moves forward?
- Do you need to change your online messaging for the month of December?

### **Identify the Plan – Be as Concrete as Possible**

- Brainstorm as a team.
- Evaluate the budget and total campaign drive amount.
- What are the final internal needs and the total cost? Be specific.
- What are the final local ministries identified and what is the total desired amount for donation?
- What are the final global ministries identified and what is the total desired amount for donation?
- How much do you need to allocate for printing, video needs, website optimization, etc.?

### **Identify the Goals of the Campaign That Are Unclear**

- How do you want to change/grow as a church?
- What do you want your legacy to be?
- How do you want to change your church’s culture?
- What do you want to teach your community?
- How do you want your giving trends to change?

### Ascertain Measurable

- How will you know when this campaign is successful?
- What are some early issues for concern? Or for celebration? How will you address these?
- How will you share the measurable with the congregation?

### Communicate and Engage

- Every successful culture campaign (giving or otherwise) starts with leadership. Get your leaders on board with an all-staff meeting and a Q-and-A session.
- Identify the staff goal for giving. (For example, “We would like to see 100 percent participation from all leaders.”)
- Celebrate the upcoming year as a staff.
- Dedicate some time internally to focus on the year ahead and foster excitement. You can do this through staff meetings, lunches, internal emails, posters in the office, etc.

### Set up Your Reporting Metrics

- What will you measure during this campaign and how will you measure it?
- Who will champion this effort?
- What will be shared externally?
- How will the information be shared?

## Spreadsheets for Our Dream

Talking about giving is not easy, but it is an opportunity to raise spiritual awareness and create a legacy of generosity and advocacy. It is an opportunity to learn and teach generosity and to cultivate real stories of life change.

When you plan your year-end campaign, think of it as “spreadsheets for our dream.”

We all have our own reasons for going into ministry and I’ll bet at the core of each of them is a desire to leave a legacy that has everlasting consequences.

When we give and when we talk about giving, I believe we are prompting eternal change in real time.

One of the greatest acts of surrender we can demonstrate and teach is the act of separating from our money and increasing our dependence on God and our belief in God’s provision for us.

This is what a giving campaign is about.

However, to initiate this kind of effort, you need a plan and then, you need to carry out the plan.

Follow these recommendations to get started. All effective plans start with clarity of vision.





# THE IMPORTANCE AND MECHANICS OF COMMUNICATION

We've mentioned a few times in this resource that communication is key!

Remember, you are launching a giving campaign at the same time that thousands of others will be starting and publicizing their own campaigns.

If you want to be successful in reaching your community, you need to set up a few different communication channels.

The general rule of thumb is to excite offline and engage online. What does this mean?

**Here are some ways you might excite offline.**

1. **An insert in the church bulletin.** This is the perfect place to include inserts, which cover a variety of content. Here are some examples:
  - a. Thank-you letter from individuals for blessings they've received from your congregation.
  - b. Simple, clear descriptions of your campaign objectives and what the giving is going toward.
  - c. An outline of the vision for the year ahead.

2. **A letter to the home.** In this day and age, most people don't receive personal letters. This is a great chance to get the full attention of the congregation. The letter should be concise, focused and serious.

3. **Newsletters.** Use your monthly newsletter to announce the campaign and lay out some specifics.

4. **Fliers.** If any of the campaigns you've identified involve a third party (like the local YMCA, for example), ask them if you can place a flier about your campaign in their facilities.

5. **Phone calls or personal visitations.** This isn't a sales call, but it's an invitation to talk about new ministries while referring to the campaign. It's a great way to connect with congregation members.

6. **Community dinners.** Ask some members of your staff to host dinners at their homes and use the time together to connect and share about the ministries you've identified for giving.



You want your personal presence to excite and build momentum about the campaign. These are our vision events, our sermon times, our staff meetings, etc. You want to be intentional about sharing your own excitement.

As a pastor, you are the biggest influence of your congregation. Your belief in the campaign will translate into an exciting revolution of faith and generosity.

We have examined the importance of offline excitement.

Now, let's discuss some practical things you can do for your virtual presence.

You will want to make use of social channels if your church is active in this area. You'll want to use tools such as Twitter, Facebook and email in order to answer questions, remind people to give, provide real-time donation totals, thank donors, furnish links and share photos from events and organizations we have identified as giving partners.

### **Here are some ways to engage online**

#### **1. Optimize your home page** – add messaging to your home page

- a. Announcements
- b. Banners
- c. Headlines
- d. Call-to-Action Tabs encouraging reader participation, e.g., “Read More” and “Give Now.”
- e. Prior to providing these tabs, make sure you have installed and activated an online giving mechanism for your church.

#### **2. Preschedule blog articles** – write a series of blog articles to coincide with your giving series or announcements.

#### **3. Create landing pages** – create landing pages for this campaign with easy-to-remember URLs.

For example, let's say you have named your campaign “All In.” You will want to create a landing page as follows:  
[www.churchname.com/allin](http://www.churchname.com/allin).

#### **4. Drive traffic to your landing pages through**

- a. AdWords campaigns,
- b. email campaigns, and
- c. social media updates.

#### **5. Social media calendar**

Plan the content and preschedule your posts using Hootsuite, a favored social media management system.

Using a spreadsheet, make a calendar identifying the theme for each day of the campaign. You can always make changes as you go along.

Here's an example of what that might look like:

- a. On Mondays, share quotes from your Sunday sermon and announce a link where readers can click and read the entire sermon.
- b. On Tuesdays, share a statistic or anecdote to increase awareness about your global initiative and share the link asking people to give. (e.g., "Did you know that 358 million people in Africa are without access to clean water? We want to change that. Click here for info on how we plan to do it.) You can schedule several updates.
- c. On Wednesdays, share statistics or anecdotes to increase awareness about your internal initiative. (e.g., Last week, we had to turn away 15 families from our day-care center because we were filled to capacity. Help us expand our children's area! Click here to find out how.)
- d. On Thursdays, share a statistic that raises awareness about your local initiative. (e.g., Chris, from the food drive in Charleston, South Carolina, said that 2,500 families in our community did not have enough food last year. We can make a difference. Click here to learn how.)
- e. On Fridays, share stories happening in real time, or share why a certain staff member has chosen to champion an advocacy project. (e.g., Sandra, our lead traffic coordinator, said her life changed the day she started volunteering to help teen moms with Grace's Table. Click here for her story.)

This link would lead to the blog article about Sandra's story with a clear "Give now" call to action at the end of the article.

- f. On Saturdays and Sundays, follow up your sermon by providing links for church members to donate. (e.g., "Today, the pastor shared news about our new partnership with Grace's Table. For further information, read here.)

To make the most of engaging church members with these updates, you may want to consider a landing page for each of the three arms of your generosity campaign (e.g., /churchname/allinlocal;/churchname/allinforchurchname;/churchname/allinglobal).

One landing page will serve you during the length of the campaign, but subsequent landing pages will give you additional space to engross the reader with more content, videos, links, etc.

## Publicity and printed marketing collaterals

- g. Create PowerPoint slides (or the equivalent) to share during the walk-in and walkout intervals, especially for the giving campaign.

Include:

- (1) the name of the campaign,
- (2) a familiar URL,
- (3) a strong, effective illustration/graphic and perhaps a logo to assure any necessary branding for your campaign.

- h. Write a press release and distribute it to your local media (print, radio, television) as well as national media. This is specifically important, as you will want to highlight the giving efforts to raise money for the local and global organizations.

A press release is not meant to inform readers about how the church is doing; it gives the entire community permission and an invitation to join the church in supporting this admirable cause.

The press release should have a clear call to action to donate.

## 6. Express your gratitude

Determine the best way to thank donors. If you receive an online donation, plan how you will reach out to the donor when thanking him or her for the gift. You may choose to send a personalized email or thank that person with a status update online.

These are some general and practical ways to communicate during your campaign.

Remember to use all of your existing resources.

If you post on Vimeo every Sunday, create videos to post.

If you have a large and active following on Facebook, make sure you continue to involve your members through this channel.

If your best engagement comes from email, make sure you have automated emails created for the duration of the campaign.

# EXCITE OFFLINE

Church  
Bulletin  
Inserts

Community  
Dinners

Church  
Flier

Third-Party  
Fliers

Newsletter  
Announcements  
or Articles

Personal  
Visits

Phone  
Calls

Vision  
Events

Letter Mailed  
to Homes

# ENGAGE ONLINE

Optimize  
Home Page

Google  
AdWords  
Campaign

Email  
Campaign For  
Email Lists

Press Release/  
Media Campaign

Social  
Status  
Updates

Swipe Files  
For Donors  
(Giving  
Campaign  
Info Docs)

Campaign  
Landing  
Pages



# SOCIAL STATUS WEEKLY CALENDAR

## MONDAY

Share some quotes from your sermon the day before with a link to give.

## TUESDAY

Share a statistic or anecdote that increases awareness about your global initiative and share the link to give.

## WEDNESDAY

Give statistics or anecdotes that increase awareness about your internal initiative.

## THURSDAY

Share a statistic that raises awareness about your local initiative.

## FRIDAY

On Fridays, share stories that are happening in real time, or share why a certain staff member has chosen to champion a certain advocacy project.

## SAT/SUN

Follow up your sermon by providing links to give.

You can schedule several updates using different stats, quotes or stories throughout the day. Post several times to capture the different times people will be online.

# GO, START, BEGIN

Our year-end campaigns are necessary to the vitality of our church, but remember – the giving conversation is not dead in the church! It is thriving!

These year-end campaigns are an opportunity to share our hard-earned funds to become agents of change.

Giving is an expression of our gratitude to God. As a pastor, you are responsible for leading your congregation in this charge.

When you yourself give, you “buy in” to the current goals of the church.

When you preach about giving and share the heart change that comes with it, you are leading your congregation toward their own stories of change.

## Let's go!

# GIVING THEMES APPENDIX

(USE NRSV)



As we explore our Christian and United Methodist basis for giving, we want to ground this exploration in biblical and theological understandings that will empower people to become generous givers and discover the joy that comes with it.

Here are some great themes and corresponding Scriptures to use during your year-end campaign.

- At the core of our biblical and theological understanding of giving is the truth that **“all things come from [God], and of [God’s] own have we given [God]”** (1 Chronicles 29:14b).
- **God owns everything, and we are called to be stewards of God’s creation** (see Leviticus 25:23; Deuteronomy 8:18; Psalm 24:1; Haggai 2:8; Matthew 25:21; 1 Corinthians 4:2; 1 Corinthians 6:19–20; and Romans 11:36a).
- **God is exceedingly generous** (see Matthew 7:11; John 3:16; Romans 8:32–33; 2 Corinthians 8:9; and 1 Timothy 6:17c).
- **Wealth is fleeting and accumulation is dangerous** (see Deuteronomy 6:10–12; Proverbs 23:4–5; Proverbs 30:8–9; Ecclesiastes 5:10–15; Mark 10:25; Luke 6:24; Luke 16:25; and 1 Timothy 6:9–10).
- **Giving is an antidote to greed** (see Malachi 3:8–10; Mark 10:21; Luke 12:15–17a, 19b–21, 33; and 1 Timothy 6:6–7, 17–19).
- **Our hearts follow our money** (see Deuteronomy 17:16–17; Proverbs 18:10–11; Ecclesiastes 5:12; Matthew 6:1–4; Matthew 6:19–21; and Matthew 6:24).
- **God calls us to raise our standard of giving, not our standard of living** (see Luke 3:8a, 10–11; Acts 4:32, 34–35; Acts 20:35b; 2 Corinthians 8:7, 13–14; 2 Corinthians 9:10–11; and James 2:14–17).
- **God calls us to withhold nothing but to give all we can** (see Matthew 10:38–39; Mark 1:16–18; Mark 12:43–44; Luke 6:38; Luke 14:33; Luke 21:1–4; Acts 4:32; 2 Corinthians 8:1–3, 9; 2 Corinthians 9:6–9; and 1 John 3:16–19).
- **Our giving should reflect God’s priority to serve the poor** (see Proverbs 19:17; Matthew 25:34–40; Luke 19:8; Acts 10:2–4; Romans 12:13; Galatians 2:9–10; and James 1:27).

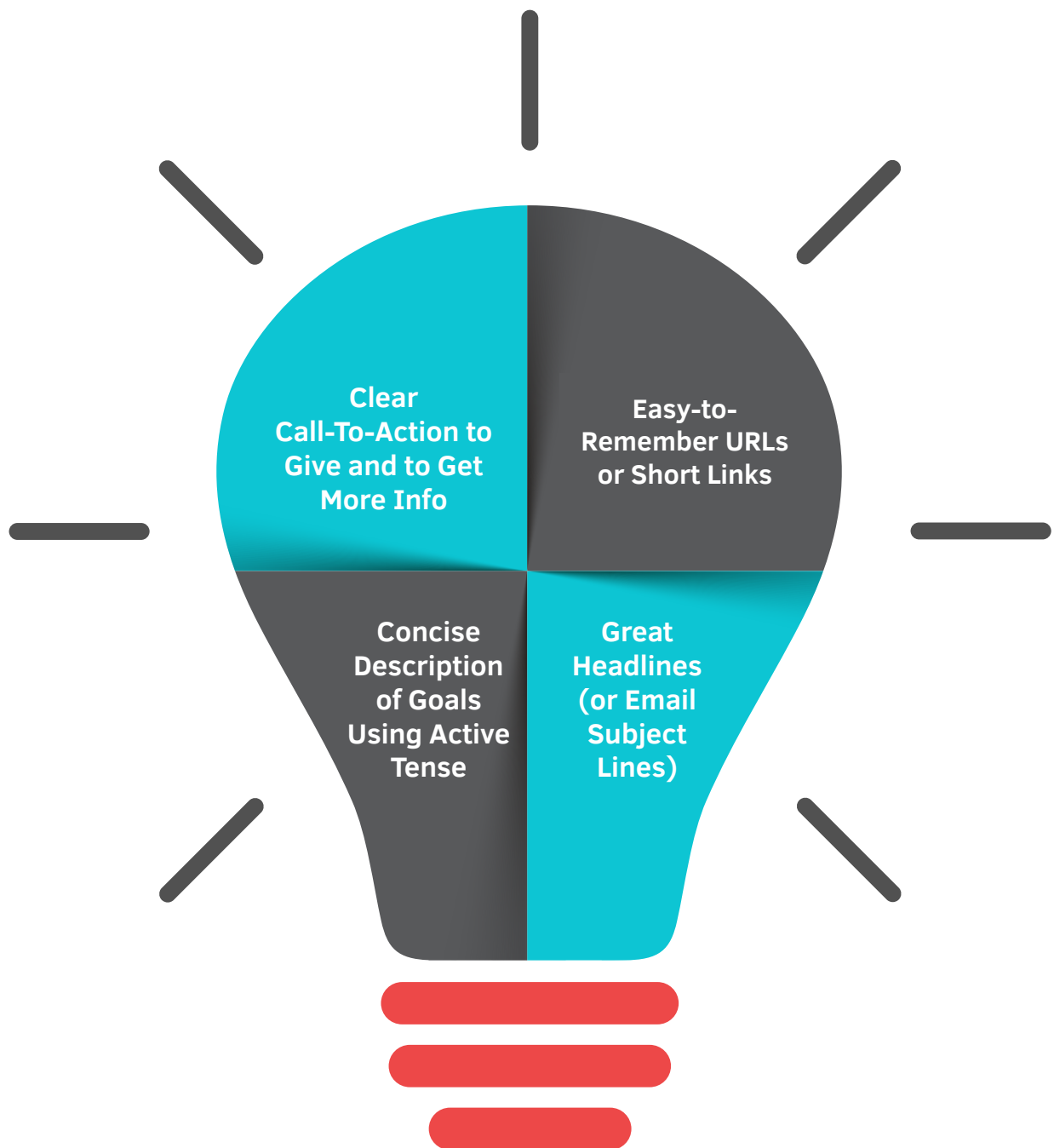
# GIVING SCRIPTURE REFERENCES ON GOD GIVING LIFE GENEROUSLY (NRSV)

(FOR USE IN PHASE THREE OF CAMPAIGN)

- Genesis 2:7 “Then the LORD God formed man of dust from the ground, and breathed into his nostrils the breath of life; and man became a living being.”
- Job 33:4 “The Spirit of God has made me, and the breath of the Almighty gives me life.”
- Acts 17:25 “Nor is he served by human hands, as though he needed anything, since he himself gives to all people life and breath and all things.”
- Nehemiah 9:6 “You are the LORD, you alone have made heaven, The heaven of heavens with all their host, the earth and all that is on it, the seas and all that is in them. To all of them you give life, and the host of heaven worships you.”
- 1 Timothy 6:13 “The presence of God, who gives life to all things, and of Christ Jesus, who in his testimony before Pontius Pilate made the good confession.”
- John 1:3-4 “All things came into being through him, and without him not one thing came into being.”
- Job 10:12 “You have granted me life and steadfast love, and your care has preserved my spirit.”
- Jeremiah 38:16 “So King Zedekiah swore an oath in secret to Jeremiah, “As the LORD lives, who gave us our lives, I will not put you to death or hand you over to these men who seek your life.”
- Ezekiel 16:6 “I passed by you, and saw you flailing about in your blood. As you lay in your blood, I say to you, ‘Live!’”
- Deuteronomy 32:39 “See now that I, even I, am he; there is no god beside me. I kill and I make alive; I wound and I heal; and no one can deliver from my hand.”
- Psalm 16:11 “You show me the path of life. In your presence there is fullness of joy; in your right hand are pleasures forevermore.”
- Psalm 36:9 “For with you is the fountain of life; in your light we see light.”
- Malachi 2:5 “My covenant with him was a covenant of life and well-being, which I gave him; this call for reverence, and he revered me and stood in awe of my name.”
- Psalm 63:3 “Because your steadfast love is better than life, my lips will praise you.”



# WEB ELEMENTS CHECKLIST



Every Good Web Element Needs  
These Things

# ELECTRONIC RESOURCES

These resources represent timesaving ways to communicate to your senior leadership, store resources (and access them from anywhere) and schedule everything from meetings to social statuses. These tools are amazing, not just during your giving campaign, but also throughout the year.



**GOOGLE DRIVE** – Store documents and share access with team members. Use Docs to brainstorm; use Sheets to share numbers, use Calendar to build a prayer calendar. There is so much this tool can do for you.



**SIGN UP GENIUS** – Build a custom sign-up sheet for everything from volunteer schedules to prayer calendars and then share it with the team. They even send automated reminders to members!



**DOODLE** – Choose the best dates to meet as a team or the best nights for your Vision Nights, all without sending dozens of emails among your senior leadership.



**HOOTSUITE** – A pro account with Hootsuite allows you to manage many of your social channels in one spot (Facebook, Twitter, Instagram, etc.) and schedule up to 350 social statuses!

# PRAYER CALENDAR SIGN-UP

DATE		NAME	PHONE	EMAIL
December 1	1			
	2			
	3			
December 2	1			
	2			
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December 3	1			
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December 4	1			
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December 5	1			
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December 6	1			
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December 30	1			
	2			
	3			
December 31	1			
	2			
	3			

# UMC YEAR-END GIVING PLAYBOOK



**COMMUNICATIONS**

United Methodist Communications

THE UNITED METHODIST CHURCH