

## #IGiveUMC: How-to Guide

Thank you for being a part of the [#IGiveUMC campaign](#)! We hope this effort will inspire United Methodists, and others, to honor important individuals in their lives by making donations to local churches. The campaign will launch in May 2020 for Mother's Day, but will continue throughout the year.

### How does the #IGiveUMC campaign work?

People will make donations to local United Methodist churches in honor/memory of someone who's made a difference to them. Donors might choose to support the church they currently attend, the church their family helped found, the church they grew up in, the church their honoree attends, etc. Then, donors will post on social media about their honoree and their gift, along with a request for others to make a donation of their own.

### How can local churches get involved?

You, as a church leader, are invited to launch the campaign in your church and community. Make a donation to your church, create a social media post and ask your congregation to join you. Below, you'll find social media post ideas, email copy and information you can share with your church members.

This effort can grow to become an ongoing opportunity for extra giving. Embrace the possibilities and encourage participation as special days pop up on your church calendar. Ask congregants to make donations in celebration of occasions such as:

- Mother's Day (May 10, 2020)
- Father's Day (June 21, 2020)
- First Responders Day (Oct. 28, 2020)
- A church member's milestone birthday
- Grandparents Day (Sept. 13, 2020)
- Anniversary of the church's founding
- Weddings, baptisms and special events
- Church staff member recognition, such as Clergy Appreciation Day (Oct. 11, 2020)

### How do we collect campaign donations?

Promoting specific details about your church's online giving opportunities is an essential element of the campaign. When posting on social media or sending out information, be sure to include a link to the church's online giving page, instructions for text-to-give, etc. This will allow people to quickly make a donation and then include the giving information in their own social media posts so that others can give as well.

If your church does not currently have online giving capacity, get started by exploring the ideas and suggestions shared in a recent [MyCom article](#). Learn more about eGiving and Connectional Giving by watching a new [Local Church Learning Session](#).

### What should social media posts include?

#IGiveUMC social media posts can be either a photo post or a video post. As the campaign builds momentum, you'll be able to find inspiration by searching "#IGiveUMC" on Facebook or Instagram to see posts from United Methodists from across our connection.



- **Photo posts** are quick and easy. Simply post a photo of your honoree and include a written message. Be creative! You could post a photo of yourself holding a picture of your honoree, posing with your honoree, etc. **See example below.**
- **Video posts** can be created at home with a cell phone, tablet or computer. [Zoom](#) is a great, free tool for recording – you can even add copyright-free music, as seen in the example linked below. We suggest making a “paper messages” video. You can either use the “script” template we’ve provided ([download and print the .pdf, then fill in the blanks](#)), or just write your own messaging on cards or poster board. During your video, simply show one part of your message at a time, pausing on each page so that viewers can read it. You can choose not to speak at all, or you can add a verbal message at the end. **See example below and [watch a sample video online.](#)**

If a “paper messages” video isn’t your thing, you can also just record yourself sharing a heartfelt message about your honoree. [Watch a sample video online.](#)

No matter which type of post you choose, be sure to include:

- A brief written post about your honoree and why you are honoring them
- An invitation for people to join you by making their own donation and social media post
- A reminder that any donation amount is appreciated and will make a difference
- The name of the church and a link to the online giving page to which you donated (or other giving instructions)
- The campaign hashtag: **#IGiveUMC**

**For example, this message could accompany either style of post:**

Today, I’m honoring my mother, Jane Smith, because of her endless love and care for our family! I made a gift to Example United Methodist Church in her honor because she is so dedicated to serving our community. Join me by honoring your mom! Share your message of love on social media after you make your donation. Even \$5 will make a big difference!

DONATE HERE: [Insert church online giving options OR mailing address]

#IGiveUMC

**Photo post example:**



**Video post example:**



## What additional campaign resources are available?

- **Facebook profile picture frame** – Expand awareness of the campaign by incorporating **#IGiveUMC** on your Facebook profile image. Simply search for the “**#IGiveUMC**” frame when you’re updating your profile picture.
- **Instructional graphic** – Post this graphic in church Facebook *groups* (private groups where you share information with church members), send it via email or text message, or post it on a blog. These step-by-step instructions will help congregants learn more about the campaign and what you’re asking them to do. [Download the graphic here.](#)
- **Sample e-newsletter copy** – Customize the below email message (replace all of the italicized copy) and use it in your church’s e-newsletter. This copy is written with an emphasis on Mother’s Day, but you can edit the messaging to focus on any celebration. 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).

This sample copy is also available in a [downloadable Word document](#) for easy updating and formatting.

**#IGiveUMC** – United Methodists everywhere are being asked to celebrate a mother, grandmother or mother figure by donating to a local church, posting about it on social media and encouraging others to do the same!

Let’s participate as a congregation. Offer a gift in honor or memory of a special mother figure in your life. Donations of any amount are extremely helpful to our ongoing ministries. Make your donation [*insert online giving/text-to-give instructions*].

Then, post on social media! Share about your mom, why she is special and how others can join you in this celebration by making their own donation. Be sure to include **#IGiveUMC** in your post, as well as details about how to give to our church.

Get inspired by viewing a sample post on our Facebook page and by searching **#IGiveUMC** on Facebook or Instagram! If you want to create a video, you can even [download a “paper messages” template.](#)

Continue to spread the word about this opportunity by adding an **#IGiveUMC** profile picture frame on Facebook! Simply search “**#IGiveUMC**” when you update your profile photo.

Together, we can support our church’s mission and bring positivity to social media by celebrating how we’ve experienced God’s love through our mothers.

### **Thank you!**

We appreciate your support of this campaign and we pray that it will be a blessing to your congregation. We look forward to seeing your social media posts!

If you have questions, please email the Connectional Giving team at [UMCgiving@UMCom.org](mailto:UMCgiving@UMCom.org). We’d also love to hear your feedback about the campaign and how we can further support your church.

