

Promotional Letter/Email Template

Customize the below message (replace all of the italicized copy) and use it in your church's e-newsletter or mail the letter to your congregation. 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).

Support our local church through the #IGiveUMC campaign!

Dear beloved sister or brother in Christ,

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.

With deep appreciation and blessings,
[Church name] pastoral team

