



# UMCOR PLAYBOOK

# INTRO LETTER

Hello!

On UMCOR Sunday, all United Methodist churches come together to celebrate love in action by giving generously to the United Methodist Committee on Relief. It's a Special Sunday that reminds us to support the amazing work across 57 countries that helps all God's children get what they need after times of war, conflict, natural disasters or other such disruptions.

We've created some incredible resources to help you publicize this Special Sunday, engage with your team, and challenge your members teams toward connectional giving and generosity.

When we give on this Special Sunday, we are connecting giving to compassion and we are firm in our mission to change the world.

These resources are meant to bring this Special Sunday into focus at your church. I hope you find much encouragement and inspiration within these pages.

God bless you!

-TBD

P.S. You can download our kit for this Special Sunday here:

<http://www.umcsgiving.org/resource-articles/umcor-sunday-pastor-and-leaders-kit>



# WHAT IS UMCOR SUNDAY?

## What is UMCOR Sunday?

In 2016, General Conference approved the name change of the One Great Hour of Sharing Special Sunday to UMCOR Sunday. UMCOR Sunday is one of six churchwide Special Sundays with offerings of The United Methodist Church. UMCOR Sunday calls United Methodists to share the goodness of life with those who hurt. Your gifts to UMCOR Sunday lay the foundation for the United Methodist Committee on Relief (UMCOR) to share God's love with communities everywhere. The special offering underwrites UMCOR's "costs of doing business." This helps UMCOR to keep the promise that 100 percent of any gift to a specific UMCOR project will go toward that project, not administrative costs.

## What is UMCOR?

UMCOR is the humanitarian arm of The United Methodist Church. UMCOR's work reaches people in more than 50 countries, including the United States. UMCOR provides humanitarian relief when war, conflict or natural disaster disrupts life to such an extent that communities cannot recover on their own.

Learn more at [www.umcor.org](http://www.umcor.org).

## When do we celebrate UMCOR Sunday?

United Methodists celebrate UMCOR Sunday on the fourth Sunday in Lent.

## Can our church celebrate UMCOR Sunday at a different time?

Yes! If your local church needs to celebrate on a different date, that is fine! Do not let the given dates prohibit your congregation from celebrating UMCOR Sunday if you have a schedule conflict.

## How does The United Methodist Church distribute the offerings received on UMCOR Sunday?

The treasurer of the General Council on Finance and Administration remits net receipts, after payment of promotional expenses, to the General Board of Global Ministries for UMCOR administrative and operational expenses.

# FINANCIAL SUPPORT FOR UMCOR SUNDAY

## **How can I give to UMCOR Sunday offering?**

You can give online to the UMCOR Sunday offering at any time by clicking [here](#).

## **Where should a local church send offerings for Special Sundays?**

Forward offerings to your conference treasurer's office.

## **To give by mail, send checks to:**

GCFA

P.O. Box 340029

Nashville, TN 37203

Please put UMCOR Sunday in note section.

Source:

<http://www.umcsgiving.org/question-articles/umcor-sunday-faq>



# PROMOTION OF UMCOR SUNDAY

## **How can I obtain printed UMCOR Sunday promotional resources?**

Order free print materials online [here](#) or call toll free, 888-346-3862. Find downloadable resources and videos [here](#).

## **Are any digital promotional resource available for social media, email and other digital communications outlets?**

Yes! Find downloadable resources and videos [here](#).

# WHAT'S IN THE DOWNLOADABLE RESOURCE GUIDE


We've put together a great resource kit to help you learn about UMCOR Sunday.

Plus, these resources will help you teach your leaders and congregation, and promote this giving opportunity!

**Keep reading to see all the elements in this resource kit.**

# PRINTABLE RESOURCES


- 2018 bulletin insert
- UMCOR article
- 2-sided bulletin insert
- UMCOR Sunday litany



## UMCOR SUNDAY


(FORMERLY ONE GREAT HOUR OF SHARING)

YOUR GENEROUS GIFT TODAY  
ENSURES UMCOR'S RESPONSE  
IN TIMES OF CRISIS.




Courtesy Photo: Mike O'Shea, UMCOR

"None of us is exempt from a disaster; while we may not be directly impacted by an event, we may be called upon to assist others in their relief and recovery efforts."  
Rev. Tom Vincous, Disaster Response Coordinator, New York Annual Conference




"Live as children of light – for the fruit of the light is found in all that is good and right and true." – Ephesians 5:8b-9, NRSV



## UMCOR SUNDAY


(FORMERLY ONE GREAT HOUR OF SHARING)

YOUR GENEROUS GIFT TODAY  
ENSURES UMCOR'S RESPONSE  
IN TIMES OF CRISIS.



Courtesy Photo: Mike O'Shea, UMCOR

"None of us is exempt from a disaster; while we may not be directly impacted by an event, we may be called upon to assist others in their relief and recovery efforts."  
Rev. Tom Vincous, Disaster Response Coordinator, New York Annual Conference



"Live as children of light – for the fruit of the light is found in all that is good and right and true." – Ephesians 5:8b-9, NRSV

## A SPECIAL SUNDAY **GIVE NOW**

Your gift offers people  
everywhere help and hope.

"A generous person will be enriched, and one  
who gives water will get water."  
Proverbs 11:25, NRSV

"UMCOR Sunday is our opportunity to do  
things when it's needed, without having a  
committee or having a group to decide.  
This is our arm. This is our organization  
that does beautiful ministry on behalf of  
all of us."

– The Rev. John C. Moore,  
Mississippi Conference



[www.umciving.org/UMCOR](http://www.umciving.org/UMCOR)

### UMCOR Sunday Worship Resources

*And what does the LORD require of you? To act justly and to love mercy and to walk humbly with your God. --Micah 6:8 (NIV)*

#### Call to Worship

Leader: We give praise to our God who knew us before we had breath

**People: We delight in the Lord who guides us still**

Leader: God, help us to live as you would have us live

**People: Give us obedient hearts**

Leader: As we gather today to worship, we know injustice rains down on your people.

**People: Disturb us, God, so that we may act justly**

Leader: As we celebrate this day, we know so many who suffer needlessly

**People: Use us, God, as your hands of mercy**

Leader: As we move through our day, following our own agendas

**People: Remind us, God, to walk humbly with you**

#### Gathering Prayer

God, we know things are not right in the world. Children sleep with hunger pangs, families struggle to stay together in times of war and strife, droughts leave once lush fields cracked and dry. We know these things to be true, but they seem so far and remote. They seem beyond our reach. They seem too big for us to solve. So we do not seek justice for the widow or the orphan. We do not respond mercifully. As we gather to worship you this day, we realize that we cannot walk humbly without you. We cannot act justly or seek mercy without your grace. Help us, Lord, to move with mercy and speak with a voice that seeks justice.

In Jesus' name we pray.

Amen

#### Litany

Leader: When child is forced to fight in a war that is not his

**People: Let us act justly, love mercy and walk humbly**

Leader: When a family goes hungry because their crops failed

**People: Let us act justly, love mercy and walk humbly**

Leader: When mother buries her daughter because the medicines were too expensive

**People: Let us act justly, love mercy and walk humbly**

Leader: When kindness and mercy have shriveled to dust

**People: Let us act justly, love mercy and walk humbly**

Leader: When we forget God is with us through all our joys and trials

**People: Let us act justly, love mercy and walk humbly**

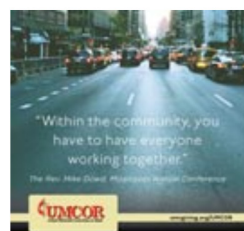
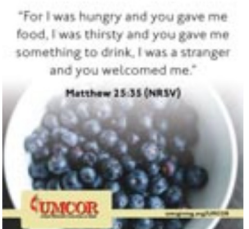
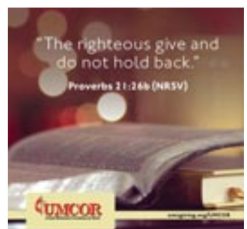
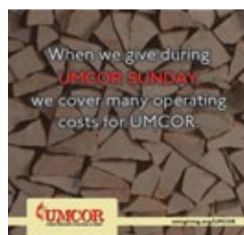
Leader: Let us remember what God requires of us

**People: To act justly, to love mercy and to walk humbly with our God**

# SOCIAL MEDIA RESOURCES

- Social media graphics for Facebook, Instagram and Twitter
- Pinterest images

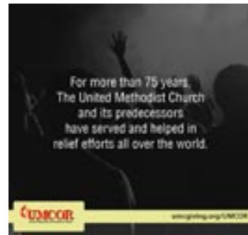
## FACEBOOK





# SOCIAL MEDIA RESOURCES

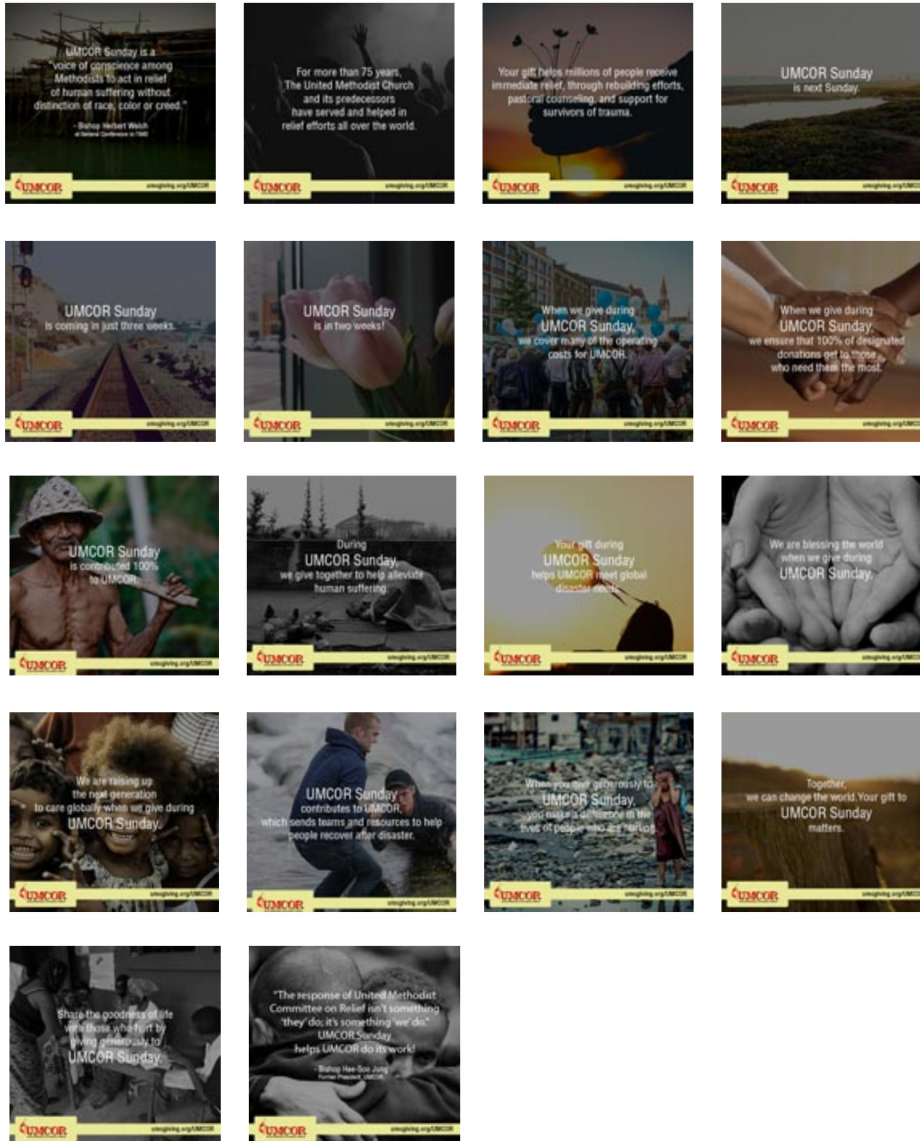
## FACEBOOK





# SOCIAL MEDIA RESOURCES

## INSTAGRAM



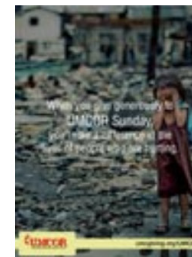
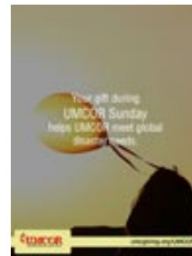
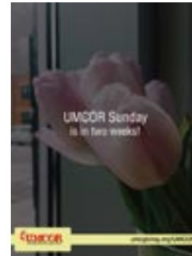
# SOCIAL MEDIA RESOURCES

## TWITTER



# SOCIAL MEDIA RESOURCES

## PINTEREST





# INFOGRAPHICS & E-BOOKS

- 5 Ways to Celebrate UMCOR Sunday
- How to Promote UMCOR Sunday
- 75 Years of UMCOR

## 75 YEARS OF UMCOR

Made possible because of YOUR support

**1940**  
The General Conference of the Methodist Church responds to an appeal by Bishop Herbert Welsh to create an agency that will serve as a "voice of conscience among Methodists to act in relief of human suffering without distinction of race, color or creed."



- The Methodist Committee on Relief (MCOR) begins its work.
- The Methodist Church sends \$30,000 to China to assist refugees and repatriate missionaries who suffered from the deprivations of World War II.

Photo Credit: General Conference on Archives and History

**1960**  
MCOR addresses the root cause of hunger and poverty and works with communities in need to achieve self-sustaining livelihood opportunities.



Photo Credit: April 1961 UMCOR report

**1968**  
With the merger of Methodist and Evangelical United Brethren churches into The United Methodist Church, MCOR becomes the United Methodist Committee for Overseas Relief (UMCOR).

**1970**  
UMCOR works in 62 countries on five continents.



Photo Credit: 1970 Sept. Newsletter "Thomas Document"

**1975**  
When thousands of Vietnamese refugees arrive in the United States, UMCOR resettles 2,500 people.

- More than 260 United Methodist local churches sponsor refugee families.

**1983**  
More than 1,200 United Methodists serve as UMCOR volunteers in Haiti, Jamaica, Mexico and other Caribbean countries.

**1984**  
Ethiopian famine reaches acute proportions. UMCOR requests a Bishop's Appeal for Africa to bring relief to Ethiopia and 25 other African nations affected by the drought.

**1985**  
An earthquake strikes Mexico City. Through gifts contributed by United Methodists to the Methodist Church of Mexico, lives are restored through reconstruction of homes.

**2005**  
When Hurricanes Katrina and Rita devastate large areas of the Gulf Coast, a \$66 million grant from the Federal Emergency Management Agency allows UMCOR to organize Katrina Aid Today, a consortium of case-management organizations helping survivors.

**2010**  
When a 7.0 magnitude earthquake strikes Haiti, UMCOR develops and institutes a five-year plan to support rebuilding efforts.

**2012**  
UMCOR responds to Hurricane Sandy by working with local conferences on storm recovery and renovations.

**2014**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2013**  
Following Typhoon Haiyan in the Philippines, UMCOR helps rebuild destroyed and damaged houses.

**1949**  
Church leaders from several denominations organize an appeal. Major networks carry a Saturday broadcast, "One Great Hour," that asks listeners to attend their local church the next day and give sacrificially.

**1950**  
The title "One Great Hour of Sharing" emerges.

**1950s**  
MCOR focuses on rehabilitation and helps individuals obtain skills for self-sufficiency.

- MCOR distributes \$80,000 per year for refugee assistance programs.
- MCOR helps more than 200,000 refugees resettle in the United States, Canada, Australia and Latin America.
- MCOR resettles 5,000 Chinese refugees and constructs homes for fishing villages in Hong Kong.



Photo Credit: General Conference on Archives and History, photo book by Robert

**1972**  
The organization's name changes to the United Methodist Committee on Relief and becomes part of the newly structured General Board of Global Ministries.

- The work of UMCOR comprises four "R's" — relief, rehabilitation, resettlement and renewal.

**1980s**  
Within UMCOR's first 50 years, United Methodists donate more than \$200 million to UMCOR and its predecessors, and 60,000 refugees receive resettlement assistance in the U.S.



Photo Credit: UMCOR

**1996**  
The UMCOR Sager Brown Depot opens as a destination for volunteers to engage in relief-supply kit ministry, assembling cleaning buckets.

**2006**  
UMCOR directors approve \$76 million for development programs in Pakistan, Sudan, Sri Lanka and Indonesia.

**2008**  
Along with partner agencies, UMCOR distributes 1 million insecticide-treated mosquito nets to at-risk communities in Côte d'Ivoire in Africa.

**2011**  
After a 9.0-magnitude earthquake hits northern Japan, triggering a massive tsunami and a nuclear threat, UMCOR responds to the triple disaster with grants to support emergency-relief efforts by partners.

**2013**  
Following Typhoon Haiyan in the Philippines, UMCOR helps rebuild destroyed and damaged houses.



Photo Credit: Mike Sullivan

**2014**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2015**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2016**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2017**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2018**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2019**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2020**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2021**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2022**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2023**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2024**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

**2025**  
UMCOR responds to the Ebola crisis in West Africa with grants to provide supplies and medical equipment to United Methodist hospitals in Sierra Leone and Liberia. Global Ministries sends medical and administrative personnel to assist African personnel.

## How To Promote UMCOR SUNDAY In Your Congregation



**UMCOR**  
United Methodist Committee on Relief

By Barbara Dunlap, B.org

Sevens, Twens, Thens, The people of The United Methodist Church

**UMCOR**  
United Methodist Committee on Relief

Learn more about UMCOR Sunday at [www.umciv.org/UMCOR](http://www.umciv.org/UMCOR)

**UMCOR**  
United Methodist Committee on Relief

# POWERPOINT PRESENTATIONS

- Why We Celebrate UMCOR Sunday





# OFFERING RESOURCES

- Offering talk
- Two sets of offering slides



# DIGITAL RESOURCES

- Smartphone wallpaper
- Web banners

## SMARTPHONE WALLPAPER



**For Apple iPhone 5S (Size: 640x1136)**

**For Apple iPhone 7/6S/6 Plus (Size: 1080x1920)**

**For Apple iPhone 7/6S/6 (Size: 750x1334)**

**Samsung S6/Edge/Note4 (Size: 1440x2560)**

**Xiaomi Redmi 2 (Size: 720x1280)**

# DIGITAL RESOURCES

## WEB BANNERS



(Size: 160 wide x 600 high)



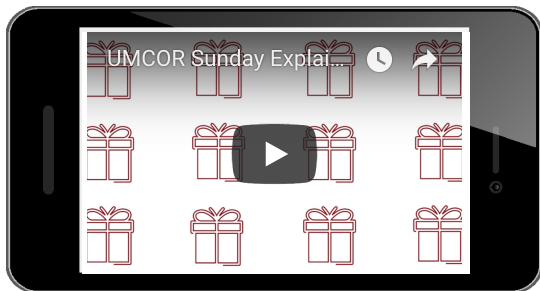
(Size: 300 wide x 600 high)



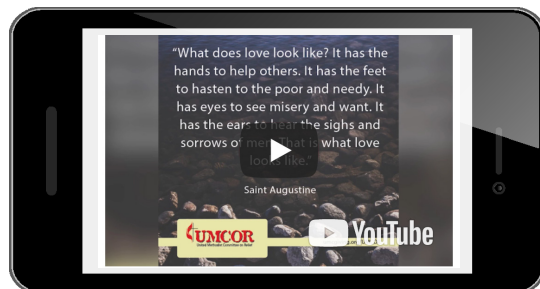
(Size: 468 wide x 80 high)

# VIDEOS

## EXPLAINER VIDEO

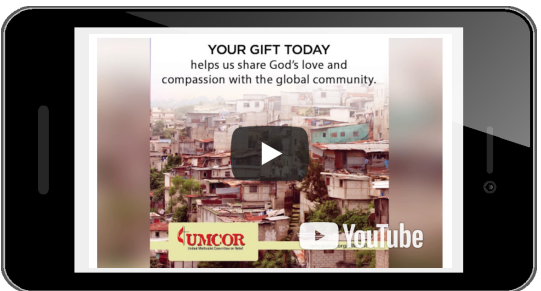
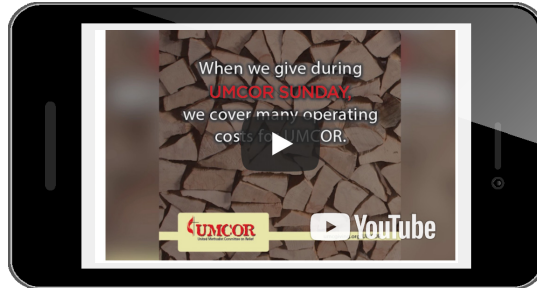


## 10-SECOND VIDEOS



# VIDEOS

## 10-SECOND VIDEOS





# VIDEOS

## 10-SECOND VIDEOS





# HOW AND WHEN TO USE THESE RESOURCES

UMCOR Sunday is celebrated the fourth Sunday of Lent. Here are some tips about how and when to use these resources to help promote this generosity opportunity to both your team and your congregation!

# 3 MONTHS BEFORE

- Send out an email to your congregation celebrating the work of UMCOR. You may even want to look at the news section of their website ([umcor.org](http://umcor.org)) to have a recent relief effort to mention. Include a link to their website and talk about how excited you are that we will be celebrating this organization in just a few months.

Include a link in your email about UMCOR Sunday so your congregation can read more about how and why we celebrate. If you don't use email to communicate with your congregation, send a letter or start a phone tree!

- Send out an email to your leadership team to begin preparing them for this Sunday. Include a copy of the e-book How to Promote UMCOR Sunday and mention you'll be discussing it at one of your upcoming staff meetings. If your team doesn't communicate by email, distribute this resource the week before you want to discuss it as a team.

# 2 MONTHS BEFORE

- Send out an email or letter to your congregation letting them know that this Special Sunday is coming. Include a link or printout to the infographic 75 Years of UMCOR.
- Encourage leadership and small group leaders to take their teams/groups through the Why We Celebrate UMCOR Sunday PowerPoint presentation or watch the explainer video before starting their time together. Setting aside time to watch the video or go through this presentation can help facilitate a great discussion about the impact of giving on this Special Sunday.

# 1 MONTH BEFORE UMCOR SUNDAY

- Finalize how you'll celebrate this Special Sunday during the actual service in your weekly staff meeting. Go over the aesthetics of your sanctuary, any special tables for the lobby and any special speakers you've invited to share.
- Begin scheduling social media posts on your church Facebook page using all of the social media resources we've created for you. If you don't use social media, take some time to reach out to small group leaders and encourage them to share about this Special Sunday with their groups during their weekly meeting times. Let them know where to find these social media images in case they want to share on their personal Facebook or other social accounts.
- Host an information night. After one of your services or on a specified night, invite your members to attend a special gathering where they can learn more about this Special Sunday. Share videos, invite people to share stories of impact and host a Q&A session.



# 3 WEEKS BEFORE UMCOR SUNDAY

- Make sure that your leadership team has access to our UMCOR Sunday Download Kit ([www.umcgiving.org/UMCORkit](http://www.umcgiving.org/UMCORkit)) so that they can share social media resources and downloads on their own personal social channels.
- Print and hang the UMCOR poster in highly trafficked areas.
- Distribute the offering talk to the person who will be presenting this special offering. Make sure they are prepared to share this special offering without the usual pressure that comes along with it!
- Schedule weekly emails to your congregation on Mondays. Remind them that there is a very special opportunity coming up to give! If you don't use email, make sure you send at least one letter during this time.
- With each email or communication, provide a special resource that helps them understand the importance of this day. Here are some examples:
  - Links to the explainer video
  - A social media graphic
  - Link to UMCOR's website

# WEEK OF UMCOR SUNDAY

- Schedule some time as a team to pray about and dedicate this upcoming offering to God.
- Remind your team that giving on this Special Sunday is impactful, and that as leaders, we have an opportunity to set an example to others when we give cheerfully and generously.
- Encourage your team to share the social media images, videos, mobile wallpapers and other resources at weekly small groups and other team meetings.

# 2-3 WEEKS AFTER UMCOR SUNDAY

- Take time to celebrate with your congregation by sharing the giving statistics from your special offering on UMCOR.
- Keep an eye on and share the gift status with your congregation. We update it monthly [here](#). This something to celebrate together!

# GAIN ACCESS TODAY

All of these resources — and more — can be found online.  
Here's where:

General Information: [www.umcgiving.org/umcor](http://www.umcgiving.org/umcor)

Pastor & Leader's Kit:

<http://www.umcgiving.org/resource-articles/umcor-sunday-pastor-and-leaders-kit>

Preaching Resources: <http://www.umcgiving.org/pastorsresources?category=2747>

Mission Moments: <http://www.umcgiving.org/pastors/mission-moments?category=2747>

Gift Status Update:

<http://www.umcgiving.org/question-articles/umcor-sunday-conference-remittance>

Your Impact: <http://www.umcgiving.org/your-impact/P0/2747>

**TOGETHER, WE DO MORE.**

For more resources like this, visit [umcgiving.org](https://umcgiving.org).



Open hearts. Open minds. Open doors.

**The people of The United Methodist Church®**