



GIVE LOVE CAMPAIGN: HOW-TO GUIDE

Welcome to the Give Love campaign. **Give: Love, Joy, Hope, Peace** is the theme of the 2020 year-end giving campaign of Global Ministries and UMCOR. As a Church, you are invited to celebrate the global impact that is being made through this transformative work and to invite others to learn about Global Ministries and UMCOR. This guide will assist you in sharing with your congregation how evangelism and church growth, missionaries, global health, and disaster response and recovery is making the world a better place.

How does the campaign work?

Invite your congregations, Sunday School classes, small groups, and ministries to become part of the mission work of Global Ministries and UMCOR through prayer, support, and fundraising. Donors are encouraged to give and advocate for the mission or ministry they are most passionate about and share their passion with others. As you move through the campaign, [refer to Global Ministries' Give: Love, Joy, Hope, Peace campaign page](#) for recommended causes, inspiring stories and additional information. Incorporate the information into church communications, e-newsletters, sermons, or create a special giving offering.

How can local churches become involved?

The local Church plays a very important role in connecting members to missions. This is an opportunity to showcase how your church is a part of something bigger while raising financial support to keep God's mission moving forward.

As a church leader, your role will be to introduce the campaign. The steps are simple:

1. **Review** the resources and plan and [explore giving opportunities on Global Ministries' website](#)
2. **Involve** church leadership and laity in the campaign
3. **Invite** your congregation to be a part of the campaign
4. **Share** information, stories, and incorporate the provided content into your social media posts, sermons, and communications
5. **Thank** your church for participating

Note: A suggested campaign schedule is included within this how-to guide

This effort can help your congregation discover - or continue to support - areas of mission they are passionate about. This campaign is an effort which every area of your congregation can become involved with - whether you are meeting in person or online. Children's ministries can collect spare change drives; youth and young adult ministries can create virtual mission trips and learn about the cause you choose while fundraising; and the whole congregation can pray together for the outcome of the campaign.

How do we collect campaign donations?

Promoting specific details about the 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 online giving page umcmmission.org/givetomission. 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.

How will the funding be applied?

Churches may choose a specific fund, or simply give to where the support is most needed. A great starting point is the campaign page under *RECOMMENDED CAUSES* section on Global Ministries' website at umcmmission.org/givelove.

Where should donations be sent?

Directions to submit donations for Global Ministries and UMCOR are available under the DONATE tab on umcmmission.org.

How do we connect our church with missions and ministry?

Your imagination is the only limit. Customize the suggested campaign schedule for your needs; and invite your church to a mission fundraising challenge, virtual mission fair, or simply share how your congregation is making an impact at home and in the world.

What campaign resources are available?

- **How-to guide**
- Suggested **campaign schedule (see below)**
- **Social media graphics and logos** on your church social media, 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 graphics here.](#)
- **Sample invitational letter/e-newsletter copy** – Customize the message below (replace all of the italicized copy) and use it in your church's e-newsletter or as a letter. Before sending this information, it would be helpful for one or more church staff members or lay leaders lay complete the steps so that your congregation can be inspired by your example(s). This sample copy is also available as a [downloadable Word document](#) for easy updating and formatting.
- [Letterheads](#) to download and use
- [Weekly missionary reflections](#) to read and share
- Weekly *Get Your Spirit in Shape* [Podcast](#)
- [Video and stories](#) of how the missional work of The United Methodist Church is impacting the lives of others

What should social media posts include?

Give: Love, Joy, Hope, Peace campaign social media posts may have several parts. It can include a link to your church's giving page paired with a description of the campaign, a graphic from the campaign, or be either a photo post or a video post.

- **Campaign graphic posts** are quick and easy. Use one of the provided graphics from UMCOR, post and include a written message
- **Video posts** can be created [using the videos from Global Ministries' page](#) and share why the missional and disaster work of The United Methodist Church is important.
- An **invitation** for people to join the campaign by making their own donation and sharing why on social media
- A **reminder** that any donation amount is appreciated and will make a meaningful and lasting impact in the lives of others
- The name of the church and a link to the online giving page to which you donated (or other giving instructions)

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

United Methodists everywhere are being asked to continue God's mission by giving love, joy, hope, and peace through their support of Global Missions and UMCOR. Join us as we continue God's mission through evangelism and church growth, missionaries, global health, and disaster response and recovery.

DONATE HERE: umcmmission.org/give-to-mission

About Global Ministries and the Advance

Global Ministries connects the church in mission through evangelism and church growth, missionaries, global health, and disaster response and recovery. Every contribution makes a difference in continuing God's mission across the globe.

Since 1948, support of The Advance, the designated mission giving channel of the church, has raised funds that positively affect change within communities and empower individuals across the globe. Thanks to faithful giving, The Advance has funneled more than \$1 billion to thousands of people, equipping ministries worldwide.

Suggested Campaign Schedule

REVIEW		
Week of October 19	Planning	<ul style="list-style-type: none"> Review the campaign information and prepare for launch Involve lay leadership and members in planning Invite small groups, Sunday School classes and ministries to consider how they may like to raise support This is a great opportunity to support missions while worshipping in person or online Using your church social media accounts, follow Global Ministries and UMCOR on social media
INVOLVE & INVITE		
Week of October 25	Invite & Launch	<ul style="list-style-type: none"> Launch the campaign publicly through announcements, social media, and in worship Invite your church to be a part of the campaign Use the sample letter/e-newsletter copy; be sure to share the invitation on your church social media platforms
SHARE		
Week of November 1	Give Love	<ul style="list-style-type: none"> Share Give Love-themed content
Week of November 8	Give Joy	<ul style="list-style-type: none"> Share Give Joy-themed content
Week of November 15	Give Hope	<ul style="list-style-type: none"> Share Hope-themed content
Week of November 22	Give Peace	<ul style="list-style-type: none"> Share Give Peace-themed content
Week of November 29	Giving Tuesday Week	<ul style="list-style-type: none"> Giving Tuesday is December 1 A post a day during the week to share how to give love, joy hope, and peace
Week of December 6	Give Joy	<ul style="list-style-type: none"> Share Give Joy-themed content
Week of December 13	Give Hope	<ul style="list-style-type: none"> Share Hope-themed content
Week of December 20	Give Peace	<ul style="list-style-type: none"> Share Give Peace-themed content
THANK		
Weeks of December 27 & January 3	Thank congregation for participation Conclude campaign	<ul style="list-style-type: none"> Thank your church for being a part of the <i>Give: Love, Joy, Hope, Peace</i> campaign Share with congregation how much was raised to support giving love, joy, hope, peace, and love through Global Ministries ' campaign

Sample letter to congregation

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. Choose from multiple letter head options made available. This copy is written with an emphasis on global missions, but you can edit the messaging to focus on supporting a specific mission or project from The Advance. **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).**

Suggested email subject line: *United in mission: giving love, joy, hope, and peace*

Dear Friends in Mission,

2020 has been a year of great challenges and changes. In the midst of this upheaval, one thing has remained constant: God's mission, *Missio Dei*, continues.

The ministries of The United Methodist Church continue as well for abundant health for all, disaster response and recovery, the work of missionaries around the world, and evangelism and church revitalization.

This is why *(CHURCH NAME)* is participating in the *Give: love, joy, hope, and peace* campaign November 1-December 31. We want to give love, joy, hope, and peace to those who need it the most, here at home, in our state, and across the globe.

There are several ways to participate in the campaign: through prayer, social media posts, and monetary gifts. *CHURCH NAME* will share stories of the transformational work happening through Global Ministries, which is the missional and disaster relief arm of The United Methodist Church, along with how gifts through The Advance impact lives.

Look for more information through (CHURCH NAME)'s upcoming sermons, social media posts, and e-newsletters. This is a great time for our congregation to further God's mission and join with other churches to give in a season of need.

Together we can make a difference.

In Christ,
(Pastoral team/Pastor's name)