



THE ADVANCE: IDEAS FOR YOUR CAMBODIA CAMPAIGN



The Advance

Global Ministries | The United Methodist Church

www.umcmmission.org/evangelism



HELLO!

We are so grateful that you and your congregation are interested in helping us in our mission to serve Cambodia.

As a predominantly agricultural country, most Cambodians rely on rice farming for their source of livelihood. Since poor weather conditions and farming methods can make it difficult to depend upon this crop, Advance initiatives, through UMC's ministry of Community Health & Agricultural Development, help communities become more resilient against climate change and have alternative sources of sustainable income for better health.

Through successful partner initiatives, you have the opportunity of supporting projects that focus on long-term sustainability and local ownership – from implementing effective methods to grow food and establishing rice banks and credit groups, to providing health care and education, to starting dynamic Christian communities of faith in Cambodia.

We wanted to put together some ideas to help you get your campaign started and build momentum as you work together to give and serve generously.



TALKING POINTS

- **Always start with the why**

Using stunning visuals and compelling statistics, let the information speak for itself, and create an awareness of the need your campaign addresses.

- **Showcase current work**

Visit umcmmission.org/evangelism to find examples of people and countries being served through our compassionate relief efforts. Highlight the people that have been served, and bring attention to those remaining who need our help.

- **Be clear about the vision**

Clearly and concisely explain how your relief campaign(s) will help people in need in the United States and beyond. Announce the goal, the timeline, and every effort you're putting forth.

- **Create a vivid picture of the accomplishments of your project**

Celebrate every donation and every effort. Share financial reports and giving statistics to inspire more people to get involved.

- **Make giving fast and easy**

Clear the barriers, making way for generous giving. Encourage donations anytime and anywhere, by creating an online giving portal. Set up a donation option that can be accessed via text, email or web pages. Make sure you accept debit cards, credit cards, and PayPal. Offer recurring giving that can be distributed to any given initiative.

- **At the close of every campaign, regardless of duration, remember to celebrate, celebrate, celebrate!**

Recognition is free, so be sure to publicly thank volunteers and contributors, and recognize the generosity of the donors. Take this opportunity to also share visuals and heart-warming testimony from the recipients, talking again about the effect your work will have on the recipients.

IDEAS for your Cambodia Campaign



ONE WEEK / ONE TIME CAMPAIGNS

Hosting a one-time special event related to your project is the perfect way to raise money for your cause, or even kick off a longer campaign.

For example, put a date on the calendar for “Cambodia Sunday.” On this Sunday, utilize different thematic objects in lobby areas entrances to call attention to this Sunday. Use things like rice, fish, farming equipment and tools, or photos of Cambodia. During your sermon and offering times, share facts and stats about the Advance project your team has selected to support. Then, offer your congregation an opportunity to be generous towards your specific Advance Project.



IDEAS for your Cambodia Campaign



ONE MONTH / QUARTERLY CAMPAIGNS

For a campaign that lasts a month, consider clearing the church calendar of everything except the essential events, so you and your teams can funnel all of their potential energy to this project.

Every Sunday of the month, share stats and facts about the needs in Cambodia. Have a new visual in the public areas each Sunday. **Keep reading for some great examples and ideas.**



IDEAS for your Cambodia Campaign

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EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

FIRST SUNDAY

Line the areas of your entrance ways and several areas throughout the main lobbies with large bags (or prop bags) of rice. Rice is a major staple in the Khmer diet, and is synonymous with Cambodia for many. However, rice isn't nutritious and many Cambodians die of malnutrition. Use the bags of rice as a set-up to talking about the needs in Cambodia and how your church can help a family with the Advance project you've chosen. Then, challenge your congregation to give generously to an ongoing hurricane relief effort. And, remember, 100% of all donations will go directly to the Advance Project your church is supporting.



EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

SECOND SUNDAY

Turn off the lights. While access to grid electricity has expanded in Cambodia to 71.5 percent, reliability of electricity supply can be improved, as nearly two-thirds of households with access face frequent power shortages. Do your service by candlelight and use this as a way to talk about the challenges Cambodians face, and how generously giving to your Advance project builds long-term sustainability. Ask them to give generously to a relief effort you've identified that supports Cambodians in areas where there is a lack of electricity.



EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

THIRD SUNDAY

On this Sunday, highlight a missionary's work in Cambodia. Many United Methodist missionaries are the boots-on-the-ground enacting the work of Advance projects. Take some time to share the story of one or more Cambodian missionary. Then, invite your congregation to pray for, and give generously to your Advance project.



EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

FOURTH SUNDAY

For the final Sunday in your series, share stories of real impact. Spend some time celebrating how much your church has already given generously. Share these numbers and celebrate the impact your church will be a part of.

For example, if you raised \$5,000 over the last three Sundays, check out the details of your Advance project and share what will happen.

- Will more Cambodian men and women be educated?
- Will this money help educate and feed families by providing farming tools and resources?

As you plan for your offering time or sermon time, set a challenge number. “We’ve already raised \$5,000, let’s make it \$10,000 and double our impact.”



IDEAS for your Cambodia Campaign



CAMPAIGNS OVER ONE MONTH

The best way to run a campaign for more than a month is to keep the story alive! Here are some ideas to make that happen.

- Provide frequent updates about your campaign. Use offering times, sermon set-ups, baptisms, email announcements, social media channels, etc. to provide these updates. Always close your updates by providing a link or address they can use to donate to the ongoing campaign.
- Spread “Cambodia Sundays” to different times throughout the year. Use our monthly Sunday ideas as a springboard to create ideas of your own and have visual illustrations once a month or once a quarter.
- If you’re willing to invest the time, creating and distributing dynamic content online is effective and interactive. Donations can be procured, and your message will be widespread. Look into YouTube’s Nonprofit Program and the Google Grant Program.
- Engage the children and youth programs. Even a \$1 offering makes an impact!

IDEAS for your Cambodia Campaign



CAMPAIGNS OVER ONE MONTH

Continued

- Download and use the content we've provided in your download kits. From flashcards to posters to email headers, we've created downloadable **done-for-you resources** that will help you make an incredible impact through community generosity.
- **The engine of any campaign is its volunteers.** Be kind to your unpaid recruits, and require the people in the most demanding positions only commit to a specified project or service, for no more than a couple months at a time. Volunteers with a lighter load can carry it longer, but do remember the importance of recovery time.



LET'S GO!

Gather a team today and start your campaign. Begin small, with a shorter campaign, and learn from the efforts put forth. Be sure to assess what you can do differently the next time around. And don't forget to celebrate!

Visit www.umcmmission.org/evangelism to get more free resources and information today.

