



THE ADVANCE: TALKING POINTS for YOUR CAMBODIA CAMPAIGN

*How To Talk About Your Cambodia
Fundraising Campaign*



The Advance

® Global Ministries | The United Methodist Church

www.umcmmission.org/Evangelism





Now that you've decided to create a campaign to raise funds or have decided to throw a fundraising event, it's time to speak intentionally, with clarity, and with a lot of heart.

We've put together some talking points for you to use as a guideline as you build momentum for your Cambodia fundraising campaign or event.



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.

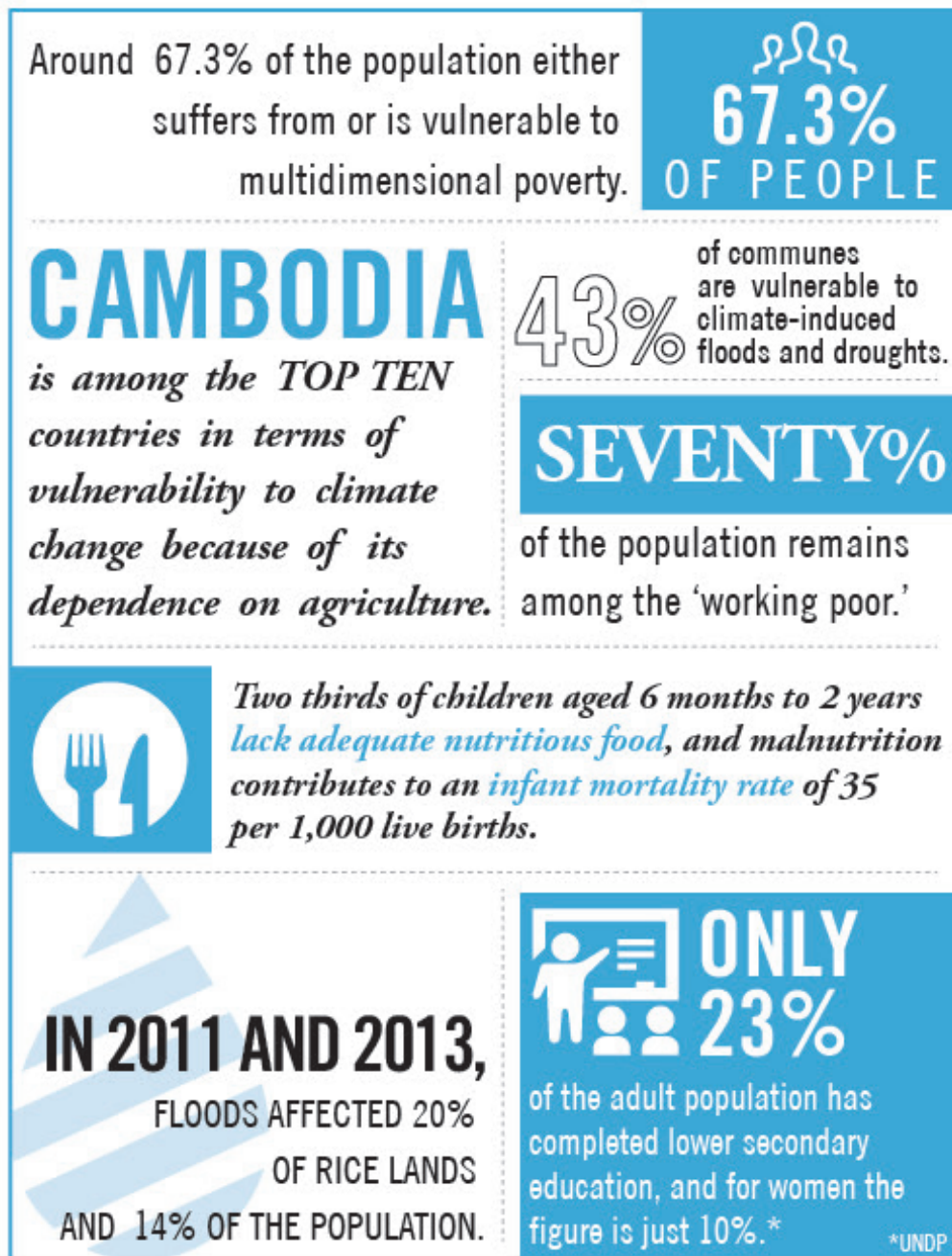
- Most citizens in Cambodia are dependent on rice farming for their source of livelihood. Rampant poverty and traditional methods of farming, along with low crop yield and crop failure due to drought/flood exacerbate food security problems.
- The pressure for girls to leave school intensified with each passing year and at least 1 in 5 girls drop out in Grade 9 because they are needed by their families to help work the land.*

*Source: Unesco



Share Statistics and Figures

Facts and figures help people understand the “why.” Use the facts and stats below, or download the flashcards and social media cards available in the Cambodia Advance Download Kit (www.umcmmission.org/evangelism).



Talk about the impact of United Methodist Connectional Giving

The United Methodist Church is making a tremendous difference in the world. Help inspire your congregation towards generosity by sharing how much of a difference we are making together.

The United Methodist Church is making a difference across the world. We are 12.5 million members strong in 36 countries. Last year, we raised over \$140M to help the world—in North America and beyond.

Cambodian Women's Livelihood Projects help women to break the cycle of poverty with products that are created and sold in the local market. The Project also provides gifts of livestock, giving women the necessary income to send their children to school, eat more nutritiously, and provide adequate medical care.

When we give, we put ourselves, as well as our means—our money—to work for God's mission, and together recognize our gifts as an expression of love for others.

The UMC Missionary Street Children Ministry creates educational opportunities for street children to improve their quality of life, meet nutritional needs, teach about God's love for them, and create fellowship opportunities. This ministry has positively changed the lives of over 500 children.

In keeping with our Methodist founder, John Wesley, no one is exempt from the commandment to love God and your neighbor and to give as an expression of that love.

Let's give as a church—together, we do more!

Be clear about the vision

Clearly and concisely explain how your Cambodia campaign(s) will help people in need. Announce the goal, the timeline, and every effort you're putting forth. This is a crucial step once you've found the project you want to support. We've included an example below.

World Hunger and Poverty

Advance Project #982920

Annual Goal: \$750,000

Here is more information about giving to this project:

The Problem of Hunger

Approximately 842 million people are estimated to be suffering from food insecurity or chronic hunger, regularly not getting enough nutritious food to maintain a healthy and active life.

Additionally, a lack of nutritious food can stunt growth, hinder fetal and mental development and negatively affect people's productivity, sense of hope and overall well-being which traps people in poverty. 80% of food insecure people live in rural areas and the vast majority are either smallholder farmers (less than 5 acres) or are landless farmworkers. Small farmers are struggling to provide for their families in the face of land degradation, lack of access to water and seeds, land grabbing, gender inequity, and climate change.

How We Help

By providing training in sustainable, organic methods, we build the capacity of farmers, pastoralists and fishermen to reverse the trend of poor land and water resource management and ensure the long term health and vitality of the resources on which they depend. Recognizing that the linkages between farming and improved family nutrition is very complex, UMCOR emphasizes a nutrition sensitive approach which seeks to strengthen the impact of agricultural projects by improving household health and nutrition behaviors.

The Goals of World Hunger and Poverty Project

(a) Provide funding, accompaniment and technical support to organizations empowering families to sustainably improve their food and nutrition security.

(b) Develop resources and educational materials to educate and raise awareness within the faith based community about the issues faced by people who are poor and food insecure and call people to action to mobilize for ending the systemic injustices of hunger and poverty in the world.

The next time you want to go out to eat, think about donating the price of that meal out to the World Hunger and Poverty Project. **Every gift counts and every generous offering matters.**

Together, we can make a difference!

Let's Go!

Gather a team today and start. Begin small, with a shorter campaign, or with a simple event from the Cambodia Fundraising Guide. Be sure to assess what works as you go so you can utilize it next time. And don't forget to celebrate!

Visit www.umcmmission.org/Evangelism for more free resources and information about our Cambodia initiatives.

