



THE ADVANCE: **IDEAS FOR YOUR DISASTER RELIEF CAMPAIGN**



The Advance

Global Ministries | The United Methodist Church

www.umcmmission.org/DisasterRelief



HELLO!

We are so grateful that you and your congregation are interested in partnering with us in our mission to advance hope and healing to those who need it around the world.

When a disaster overwhelms a community, the United Methodist Committee on Relief is one of the first agencies to arrive, and it stays until the community is whole again. The foundation and basic understanding of UMCOR's work is that disaster response begins with local churches. Your prayers, support, commitment and generosity enable UMCOR to respond when disaster strikes and be the last to leave. This would not be possible without your generous gifts.

UMCOR staff work globally to alleviate suffering and boost healing. To realize this mission, UMCOR is organized into programmatic areas focused on U.S. disaster response and recovery, international disaster response and recovery, sustainable development, and migration. Each programmatic area is founded on the belief that positive, sustainable change is best done alongside and in support of communities.

Because of your participation, UMCOR is able to stand ready to transform people and communities in ways that support an abundant life. Your gifts and drive to bring awareness to this work will provide funds to partners who will be able to supply food, hygiene supplies, shelter, and other basic needs to ease human suffering.

This guide offers a few ideas to 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/DisasterRelief to find examples of people and countries being transformed by the work of UMCOR. 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 disaster relief campaign(s) alleviate suffering and advance hope and healing to those 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 Disaster Campaign



ONE WEEK / ONE TIME CAMPAIGNS

Hosting a one-time special event related to your initiative 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 “Relief Sunday.” On this Sunday, line the walkways and public areas with something visual — like rubble to represent an earthquake, piles of lumber to represent new houses needed, blankets to represent the needs of refugees, etc. During your sermon and offering times, share facts and stats about the relief effort your team has selected to support. Then, offer your congregation an opportunity to be generous towards your specific Advance project.



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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 work UMCOR seeks to accomplish. Have a new visual in the public areas for each Sunday. **Keep reading for some great examples and ideas.**



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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 sandbags. Sandbags are one of the ways officials and locals will prepare for hurricanes and tsunamis. Spend some time in your offering or sermon to talk about how important something as simple as a sandbag can be for people preparing for and surviving a natural water disaster. Sandbags help divert water and debris away from homes and common areas, keeping people safe during and after a hurricane. Then, challenge your congregation to give generously to UMCOR. 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. After natural disaster or during war time, or in several developing countries, electricity isn't available. Do your service by candlelight and have your worship be unplugged. Talk about how a lack of electricity can lead to a lack of food, clean water and sanitation, and much, much more. Ask them to give generously to an effort you've identified to support recovery after war or natural disasters where there is a lack of electricity.



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EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

THIRD SUNDAY

Set up different stations in the lobby areas with “kit” stations. These stations can include essential supplies for recovery — blankets, toothbrushes, combs, toothpaste, sanitary products, etc. On this Sunday, talk about how people in crisis lose access to tools necessary for essential needs: food, water, warmth, hygiene, etc. Just \$400,000 a year can help provide these types of kits to people all over the globe. Challenge your congregation to raise 1% of this annual goal.



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. Share the numbers and discuss the impact their generosity will accomplish. For example, if you raised \$4,000, here is the real impact:

- This can represent \$4,000 worth of underwear, socks, or other essential clothing for people who have lost everything
- This can represent 160 refugee kits with blankets, food, water, sanitary products, and essential clothing
- This can represent over 200 pets receiving care after being displaced
- This can represent 4 Drones that can be used to survey damaged and inaccessible areas for survivors after a disaster
- This can represent shelter for (4) families for (1) month after a disaster

As you plan for your offering time or sermon time, set a challenge number. “We’ve already raised \$4,000, let’s make it \$8,000 and double our impact.”



IDEAS for your Disaster 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 “relief 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 as it can provide necessary supplies for recovery and reconstruction.

IDEAS for your Disaster Campaign



CAMPAIGNS OVER ONE MONTH

Continued

- Download and use the content we've provided in the mission kit. 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.

Sources:

UMCOR.ORG
redcross.org



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.umcmission.org/DisasterRelief to get more free resources and information today.



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