



# THE ADVANCE: **IDEAS FOR YOUR HUNGER CAMPAIGN**



**The Advance**

Global Ministries | The United Methodist Church

[www.umcmmission.org/hunger](http://www.umcmmission.org/hunger)



# HELLO!

We are so grateful that you and your congregation are interested in helping us in our mission to end hunger around the world.

Hunger is curable. Worldwide, vulnerable populations lack access or resources to buy or grow the food or secure the water needed to flourish. The key to solving the hunger epidemic is to address the root causes of hunger with transformational development projects that give a hand-up to our brothers and sisters in need.

Your generosity enables us to do just that.

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/hunger](http://umcmmission.org/hunger) 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 water 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 Hunger 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 “Hunger Sunday.” On this Sunday, figure out a way to illustrate “1 in 5.” Perhaps you have bunches of balloons scattered about, and one out of every 5 balloons is a different color than the rest.

During your sermon, talk about how hunger affects us living in the United States. Call attention to your visuals and share that 1 in 5 children do not have enough food to eat. Compare this stat to your own congregation. For instance, if you have 125 members, statistically, 25 of them face food insecurity and hunger. Then, offer your congregation an opportunity to be generous towards your specific Advance project.



## IDEAS for your Hunger 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 for hunger relief. Have a new visual in the public areas for each Sunday. **Keep reading for some great examples and ideas.**



# IDEAS for your Hunger 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 tables full of beans and rice. Beans and rice are the only staple in many areas of the world. Spend some time in your offering or sermon to talk about this. Highlight that nearly half of the people in the world spend less than \$2.50 per day on food. Ask people to give at least \$5.00 in a special offering to feed two families a day, or give \$10 to feed four families a day, and so on.

Then, challenge your congregation to not spend more than \$2.50 a day for food between now and the next Sunday. Tell them to raid the pantries, the freezers, the coupon booklets, and get creative. On the following Sunday, challenge them to donate everything they didn't spend to an ongoing hunger 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

Hand everyone a packet of produce seeds as they walk into your service. During your offering set-up or sermon, talk about how seeds can literally represent life and good health to people in poverty and / or who live with hunger. Hunger (or “food insecurity”) is often a symptom of poverty, of not being able to afford food. When we partner with programs that teach people how to garden, how to cook, and how to plan meals with renewable resources, we can change lives. In fact, the United Methodist Church has helped over 30,000 families with programs that all started with a community garden. Not having access to food hurts health, dignity, and can keep us from reaching our potential. When we give generously to Advance Hunger projects, we are restoring dignity and health.



# IDEAS for your Hunger Campaign

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## EXAMPLES

### ONE MONTH / QUARTERLY CAMPAIGNS

#### THIRD SUNDAY

Line your lobby areas and entrance ways with things that are half-full. Half-full water jugs or balloons that are only half-full, serve only half-cups of coffee in your cafe, cut all the donuts in half, etc. During your offering or sermon time, call attention to this, for some may not have noticed. Then, fill them in on this: almost half of the food in countries like the United States and Canada is wasted or thrown away. Meanwhile, only 4% goes to waste in countries like Africa. We can do better by donating our food (instead of throwing it away) and giving generously to efforts through the Advance that help turn potentially wasted food into hot meals for the homeless or those in poverty. Even just a \$10 donation can help keep operations like this alive, or fund community compost or livestock feeding projects. Challenge your congregation to give generously.



## 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 share the real impact given. For example, if you raised \$5,000 over the last three Sundays, here is the real impact:

- This can represent feeding 2,000 people for a day
- This can represent 500 families getting fed for 10 days through food bank programs
- This can represent over 2 community gardens in your local community

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 Hunger 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 “hunger 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 after a disaster.

# IDEAS for your Hunger 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:

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FAO.org  
UNDP.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.umcmmission.org/hunger](http://www.umcmmission.org/hunger) to get more free resources and information today.

