



THE ADVANCE: **FUNDRAISING GUIDE**



Hello Leaders!

We are so grateful that you and your congregation are going to **help end hunger**.

Hunger is curable. Worldwide, vulnerable populations lack access or resources to buy or grow the food 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 make fundraising for your Advance projects as easy as possible for you!

We've created this booklet just for you, with lots of fundraising tips, tricks, hunger specific events ideas, and traditional event ideas. Any activity you choose will bring meaningful impact. Whether your church raises \$100 through a lemonade stand, or \$10,000 a community-wide work-a-thon, you can celebrate the advancing of our mission worldwide.

Hunger and food insecurity is a planet-wide crisis:

- 821 million people – one in nine – go to bed on an empty stomach each night.¹
- Hunger kills more people every year than malaria, tuberculosis, and AIDS combined.²
- Poor nutrition causes nearly half (45%) of deaths in children under five - 3.1 million children each year.³

From training small farmers in agricultural diversity to advocating for decision makers, we are on the ground, making great gains to alleviate hunger in communities worldwide.

Together, we do more!

As you dive into fundraising, we are confident you'll find this guide hopeful and inspirational.

God bless you,

Your Partners at Global Ministries

¹ www1.wfp.org

² www.un.org/en

³ www.foodaidfoundation.org

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Pre-Event PROMOTION IDEAS

Make a statement about the need for eliminating food insecurity

- Find ways to illustrate “1 in 6.” One out of six children — roughly 100 million — in developing countries is underweight, and one out of six Americans suffer from *food insecurity (Food and Aid Foundation).
 - During the discussion or sermon, compare this statistic to the group. For instance, if there are 125 attendees, statistically, 20 of them face food insecurity and hunger.
 - In common spaces, place groups of six balloons, one a different color than the other five.
- Line the entrances and lobby areas with containers that are about 60 percent full of contents, like containers of rice or beans. But more impactfully, serve halves of items: serve half-cups of coffee, cut doughnuts in half, etc. Find a way to call attention to the waste crisis and how it impacts hunger. The USDA reports that in the US, food waste is estimated at between 30-40 percent of the food supply.
- Post notes in the bathrooms, kitchens and over water fountains that share facts to remind congregants about your project, its importance, and how they can get involved.



Souper Bowl PARTY

During a football-watching party (or any sport!), ask guests to fill a designated soup pot with cash donations. For extra fundraising options, procure and then auction team paraphernalia. Check out SouperBowl.org.

Fundraising Goal



Number Of Volunteers Needed (11+)

- Choose a Core Team point-person, then think through roles, like:
 - PLANNING: (4) Core Team
 - PREP: (4) Core Team (6) Prepare food or solicit food donations
 - (2) Creatives for making signs (6) Set up and decorate space
 - (1) Auction procurement
 - DURING:
 - (4) Core Team to facilitate games, collect donations, etc.
 - (2) Greeters, hosts
 - (3-6) Kitchen helpers
 - (1) Technical volunteer to run the TV or projector
 - (1) Auction execution
 - AFTER: (4) Clean-up Crew
 - Bless your Core Team by planning on a separate crew to complete the final leg of this project.

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- How will we collect additional money? Make giving fast and easy!
 - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
 - Promotional Materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate: NEED + SOLUTION + HOW YOU CAN HELP
- If desired, a technical volunteer can set up screens playing a compelling video and a photo slideshow of work being done to solve the hunger crisis (or use pictures on posters)

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
 - Gather Core Team and volunteers during the event for a photograph. Share pictures on social media!
 - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
 - Personally thank all volunteers while they serve
 - Send an email or thank-you card to volunteers
 - Consider sending photos and a brief summary to The Advance staff at info@umcmmission.org
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief

Pancake BREAKFAST

Host a "breakfast party" to raise money by selling tickets, take-home goodies, and extra merchandise. Consider making "manna in the desert" a theme, and attendees can help provide the needed "manna" for the recipients of your chosen Advance project.

Fundraising Goal

Bottom line goal:
\$5 per attendee

Stretch goal:
\$10 per attendee

Aspirational goal:
\$15 per attendee

Number Of Volunteers Needed (20+)

- Consider everyone who might be involved. For example:
 - PLANNING: (4) Core Team
 - PREP: (4) Core Team (2) Creatives for signs
 - (3) Grocery shop, food preparation
 - (6) Set up and decorate space, run extension cords
 - DURING:
 - (4) Core Team to facilitate, collect donations, etc.
 - (2) Greeters, hosts (4) Cooks (2) Kitchen helpers
- AFTER: (4) Clean-up Crew
 - Bless your Core Team by planning on a separate crew to complete the final leg of this project

Hunger Event IDEAS

List of Materials

- Edibles: Pancakes and side dishes, and drinks like tea, coffee and juice
- Disposables: Cups, napkins, utensils, bowls, paper towels, garbage bags
- Set-up: Tables and chairs, extension cords
- Decor: Tablecloths, balloons, information boards
- Signage: Posters highlighting project
- Donation containers and system

Pre-Event Promotion

- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Raise extra funds during the party with the following activities:
 - Pre-baked goods to take home
- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
NEED + SOLUTION + HOW YOU CAN HELP
- If desired, a technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters).

Hunger Event IDEAS

After the Event

- Celebrate!
 - Gather the Core Team and volunteers during the event for a photograph; hold a sign with amount donated.
 - Share pictures on social media!
 - Announce giving statistics and share financial reports to encourage others to participate.
- Give thanks
 - Personally thank all volunteers while they serve
 - Send an email or thank-you card to volunteers
 - Consider sending photos and a brief summary to The Advance staff at info@umcmmission.org
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief

Old-Fashioned “LEMON-AID” STAND

Educate others and raise money for your chosen Advance project or missionary by selling lemonade, water, and other goodies.

Fundraising Goal



Number Of Volunteers Needed (4+)

- After you have chosen the point-person for the Core Team, think through the list of roles. Consider everyone who might be involved, from planning to set-up to clean-up. For example:
 - PLANNING: (4) Core Team
 - PREP: (4) Core Team (5) Bake Treats (2) Creatives for signs
 - DURING: (2) From Core Team (3) Run stand
 - AFTER: (3) Clean-up Crew
 - The same 4 people could fill all roles and execute this fundraiser, but why not share the fun with others?

Traditional Event IDEAS

List of Materials

- Edibles: Lemonade, water, baked goods
- Disposables: Cups, napkins, plates, paper towel, ingredients card
- Stand: Tables, tablecloths
- Decor: Balloons, information boards
- Signage: Posters
- Donation container and system
- Optional: Stock an art station to let the kids decorate their own paper cups.

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- How will we collect money? Make giving fast and easy!
 - Sunday morning offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Make announcements during worship services
- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event.
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
NEED + SOLUTION + HOW YOU CAN HELP
- If desired, a technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters).
- Consider stickers for cups

Traditional Event IDEAS

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
 - Gather the Core Team and volunteers in front of the Lemon-Aid Stand for a photograph; hold a sign with amount donated
 - Share pictures on social media!
 - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
 - Personally thank all volunteers while they serve
 - Send an email or thank-you card to volunteers
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Consider sending photos and a brief summary to The Advance staff at info@umcmmission.org

Host a WORK-A-THON

Teams complete community-based service projects and raise money through pledges. Prior to the event, participants reach out to their supporters and ask for commitments or donations.

Fundraising Goal



Number Of Volunteers Needed (8+)

- Think through the list of roles. For example:
 - PLANNING & PREP: (3) Core Team
 - DURING: (8) Volunteers for every site, includes lead person
 - AFTER: (1 per project) Ask a volunteer to plan to bring yard clippings or other waste material to the appropriate facility

List of Materials (*depending on nature of service projects*)

- Provided by participants: Personal outdoor work clothes, work boots, bagged lunches and drinks
- Cleaning Supplies: Disposable and reusable gloves, paper towel, buckets and rags, cleaning solution, leaf and garbage bags
- Tools: Rakes, shovels
- Optional: *Lawn mowers, leaf blowers and small hardware might be useful*

Traditional Event IDEAS

Things to consider or plan

- Budget
- Supplies
- Recruiting volunteers
- Asking people to pray for the event
- Deciding how to collect pledges and donations
 - Make giving fast and easy
 - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion (*depending on nature of service projects*)

- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

After the Event

- Celebrate! Since work groups might finish their day in different spots, keep the initial celebration small. Take photos of the team and their work, and pray a blessing over the work site.
 - Gather the Core Team and volunteers in front of the project for a photograph; hold a sign with amount donated
 - Share pictures on social media!
 - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
 - Personally thank all volunteers while they serve, and later with an email or a card
 - Consider sending photos and a brief summary to the The Advance staff at info@umcmmission.org
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief

Change for CHANGE

Raise funds by collecting loose change in clean, large jugs placed in gathering spaces throughout the church building.

Fundraising Goal



Number Of Volunteers Needed (3+)

- Consider everyone who might be involved. For example:
 - PLANNING: (3) Core Team
 - PREP: (3) Core Team, including at least (2) creatives for signs
 - DURING: (3) Core Team on rotation, manning donation jugs and answering questions
 - AFTER: (2) Clean-up Crew
 - Request a small crew to gather, count and deposit money, and recycle jugs
- The same 3 people could fill all roles and execute this fundraiser, but why not share the fun with others?

List of Materials *(depending on nature of service projects)*

- Jugs: Large jugs for collection, small jugs for event promotion
- Decor: Balloon on every donation jug for visibility
- Signage: Posters to promote and educate

Traditional Event IDEAS

Number Of Volunteers Needed (3+)

- Consider everyone who might be involved. For example:
 - PLANNING: (3) Core Team
 - PREP: (3) Core Team, including at least (2) creatives for signs
 - DURING: (3) Core Team on rotation, manning donation jugs and answering questions
 - AFTER: (2) Clean-up Crew
 - Request a small crew to gather, count and deposit money, and recycle jugs
- The same 3 people could fill all roles and execute this fundraiser, but why not share the fun with others?

List of Materials (*depending on nature of service projects*)

- Jugs: Large jugs for collection, small jugs for event promotion
- Decor: Balloon on every donation jug for visibility
- Signage: Posters to promote and educate

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- Requesting people donate pre-rolled coins to save on time and to make counting easier
- What if people want to donate even more? Make giving fast and easy!
 - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Traditional Event IDEAS

Promotion During the Event

- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
NEED + SOLUTION + HOW YOU CAN HELP
- If desired, a technical volunteer can set up screens in common areas playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters)

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
 - Gather the Core Team and volunteers in front of the Change For Change jugs for a photograph; hold a sign with amount donated.
 - Share pictures on social media!
 - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
 - Personally thank all volunteers while they serve, and later with an email or a card
 - Consider sending photos and a brief summary to
 - The Advance staff at info@umcmmission.org
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief

Sporting Event PARTY

Gather friends for a sporting event to raise money in creative ways. Try suggesting an entry fee, or collecting donations for drinks and babysitting.

Fundraising Goal



Number Of Volunteers Needed (13+)

- Choose a Core Team point-person, then think through roles, like:
 - PLANNING: (4) Core Team
 - PREP: (4) Core Team (6) Make and donate food
 - (2) Creatives for signs (6) Set up and decorate space
 - DURING:
 - (4) Core Team to facilitate games, collect donations, etc.
 - (2) Greeters, hosts (2) Kitchen helpers
 - (4) Qualified childcare workers (adults and youth)
 - (1) Technical volunteer to run the TV or projector
 - AFTER: (4) Clean-up Crew
 - Bless your Core Team by planning on a separate crew to complete the final leg of this project

Traditional Event IDEAS

List of Materials (*depending on nature of service projects*)

- TV or screen to watch sporting event
- Edibles: Drinks, appetizers, snacks on tables
- Disposables: cups, napkins, plates, bowls, utensils, garbage bags
- Decor: Tablecloths, balloons, information boards
- Signage: Posters highlighting project
- Donation containers and system
- Optional: Stock an art station to let the kids decorate their own paper cups

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- How will we collect money?
- Raising awareness
 - Promotional Materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Bulletin inserts and party invitations
- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Raise extra funds during the party with the following activities:
 - Fill-up donations: Every time a guest refills their glass, a donation is suggested
 - Babysitting services: Offer help from qualified caregivers in exchange for a suggested per-hour donation
- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:

Traditional Event IDEAS

NEED + SOLUTION + HOW YOU CAN HELP

- If desired, the technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters)

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
 - Gather Core Team and volunteers during the event for a photograph. Share pictures on social media!
 - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
 - Personally thank all volunteers while they serve
 - Send an email or thank-you card to volunteers
 - Consider sending photos and a brief summary to
 - The Advance staff at info@umcmmission.org
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief

Chili COOK-OFF

Raise money through donations with a cook's entrance fee, a taster's fee, donations for beverages and even recipe cards! Educate attendees with compelling visuals about the vital ministry work that is taking place thanks to your chosen Advance project or missionary.

Fundraising Goal



Number Of Volunteers Needed (20)

- Consider everyone who might be involved. For example:
 - PLANNING: (4) Core Team
 - PREP: (4) Core Team (2) Creatives for signs (6) Set up and decorate space, run extension cords
 - *Check with building committee for details on usage*
 - DURING:
 - (4) Core Team to facilitate, collect donations, etc.
 - (2) Greeters, hosts (2) Kitchen helpers
 - AFTER: (4) Clean-up Crew
 - Bless your Core Team by planning on a separate crew to complete the final leg of this project

Traditional Event IDEAS

List of Materials

- Participants provide a chili-filled crockpot and completed recipe cards
- Edibles: Drinks, chili garnishes and dessert
- Disposables: Cups, napkins, utensils, bowls, paper towels, garbage bags
- Set-up: Several tables near outlets for chili, tables and chairs for dining, extension cords, vote-casting cards on each table
- Decor: Tablecloths, balloons, information boards
- Signage: Posters highlighting project
- Donation containers and system

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- How will we collect additional money? Make giving fast and easy!
 - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Bulletin inserts and party invitations
- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Traditional Event IDEAS

Promotion During the Event

- Raise extra funds during the party with the following activities:
 - Fill-up donations: Donations for drink refills
 - Offer chili recipe cards provided by participant for a donation
- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
NEED + SOLUTION + HOW YOU CAN HELP
- If desired, a technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters)

After the Event

- Celebrate!
 - Gather the Core Team and volunteers during the event for a photograph; hold a sign with amount donated
 - Share pictures on social media!
 - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
 - Personally thank all volunteers while they serve
 - Send an email or thank-you card to volunteers
 - Consider sending photos and a brief summary to The Advance staff at info@umcmmission.org
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief

Spirit NIGHT

Spirit Nights are great fundraisers if you have minimal time or manpower for planning. For a designated night, local businesses will donate a percentage of their sales to a specified charity. You promote patronage at the restaurant or local business, and they donate to your chosen Advance project or missionary.

Fundraising Goal



Number Of Volunteers Needed (2)

- Even though this low-key event could be done by one volunteer, we recommend always planning with at least one partner. Consider everyone who might be involved:
 - PREP:
 - (2) Core Team
 - (2) Creatives for signs

List of Materials

- Signage: Posters highlighting project both in the church as you promote the night, and at the facility on Spirit Night
- Painter's tape to hang posters at facility (with permission)
- Donation containers and system at the facility (confirm that on-site donations will be allowed by your host)

Traditional Event IDEAS

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- Discussing how much the host/vendor will donate (usually a percentage of each sale when the customer mentions your church's/project's name)
- Discussing how the vendor will donate the money after the event to ensure they have any required documentation on hand
- How will we collect additional money? Make giving fast and easy!
 - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Bulletin inserts and Spirit Night invitations
- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Make informative signs about your chosen Advance project or missionary to display at the facility (ask permission, and bring painter's tape!).
- The best signs communicate:
NEED + SOLUTION + HOW YOU CAN HELP

Traditional Event IDEAS

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
 - Gather the Core Team and volunteers in front of the facility and hold a sign with amount raised
 - Celebrate virtually by spreading the word about attendance and money raised
- Give thanks
 - Personally thank restaurant staff, patrons and any volunteers
 - Publicly thank all volunteers and supporters
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
 - Consider sending photos and a brief summary to The Advance staff at info@umcmmission.org
- Meet with Core Team to debrief

Pick an ENVELOPE

Find a visible, high-traffic spot to create an “envelope wall.” The board contains information and inspiration on your chosen Advance project or missionary, as well as envelopes labeled with predetermined amounts of money. If you number all the envelopes between 1 and 100, you could end up with \$5,050!

Fundraising Goal



Number Of Volunteers Needed (3)

- Consider everyone who might be involved. For example:
 - PLANNING: (3) Core Team
 - PREP: (3) Core Team to create envelopes, wall, signs, and plan communications
 - DURING: (3) Core Team rotating to check donation containers
 - AFTER: (1) Money manager
 - Note: One person could fill all roles and execute this fundraiser, but why not share the fun with others?

List of Materials

- Envelopes with numbers displayed
- Decorated envelope wall, optional balloons to draw attention
- Envelope donation container and system
- Signage: Other posters with an explanation of the fundraiser and directing people to grab an envelope

Traditional Event IDEAS

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- How will we collect additional money? Make giving fast and easy!
 - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
NEED + SOLUTION + HOW YOU CAN HELP
- If desired, a technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary in a common area (or use pictures on posters)

Traditional Event IDEAS

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
 - Gather the Core Team and volunteers in front of the now-empty wall; take a photo holding a sign with amount donated
- Give thanks
 - Personally thank all volunteers while they serve, and later with an email or a card
 - Consider sending photos and a brief summary to The Advance staff at info@umcmmission.org
 - Publicly thank all volunteers and supporters
 - Say thanks and tag people on social media
 - Announce your thanks on during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief

Daily INDULGENCE DROP

Challenge your congregation to go one week without that one beverage or sweet treat they indulge in on a daily basis: coffee, tea, soda, chocolate. Ask them to set that money aside as a donation to The Advance project or missionary of your choosing.

Fundraising Goal



Number Of Volunteers Needed (2)

- Even though this low-key event could be done by one volunteer, we recommend planning with at least one partner. For example:
 - PREP: (2) Core Team to communicate and create signs

List of Materials

- Signage: Posters highlighting the project and the indulgence drop challenge
- Labeled donation containers

Traditional Event IDEAS

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Bulletin inserts
- Hang posters in well-trafficked areas
- Engage offline and excite online
 - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
 - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Plan daily reminders and encouragement for participants via email or social media

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
 - Celebrate virtually by spreading the word about participation and money raised
- Give thanks
 - Personally thank volunteers
 - Publicly thank all volunteers and supporters
 - Announce your thanks during worship or another large group gathering
 - Announce your thanks through a church newsletter or social media page
 - Consider sending photos and a brief summary to The Advance staff at info@umcmmission.org
- Meet with Core Team to debrief

TIPS & TRICKS

A checklist for getting started.

To maximize success, follow these steps when promoting any event:

- Form a committee and choose an Advance project or missionary you feel led to support and an event you would like to host
- Contact United Methodist churches (local or otherwise) and the annual conference office to find out if they are interested in clustering with your church to plan and execute an event, particularly if it's large-scale
- Set a time, date, and location for the event.. Carefully choose dates that do not interfere with other pre-planned events in your community or church
- Set a fundraising goal:
 - Set a general, realistic expectation of donation per individual
 - Consider how many people you expect will participate
 - In a church of 150, expect half to participate. So, consider setting a goal per congregant.*
 - Ex: \$5 per congregant = (150/2) *5= \$375 Fundraising goal total*
 - Set three goals
 - Bottom line
 - Stretch
 - Aspirational
 - When you are close to meeting the next goal, be vocal, set a challenge and encourage everyone to stretch a little farther
- Detail fundraising opportunities for this particular event. Avenues to consider:
 - Ticket sales
 - Silent auction
 - Merchandise sales. Create branded merchandise (featuring your group/church logo, sponsors' logos, project or missionary name, Advance number and mission statement) that can be used for any events raising money for this project or missionary
 - Sponsors (see below)
- Find sponsors for the event, particularly if it's large-scale. When they make a donation, you offer free advertising on your promotional materials. You can sell advertisements, too. ***Be sure to fully vet your sponsors, as their name will appear alongside yours and reflect on your organization***
- Create an event-planning timeline with details on strategies, functions, deadlines, and regular meetings
- Discuss the schedule of the event day and volunteer training logistics if necessary

- Educate whenever and wherever you can. Take the chance to post attractive visuals with facts and information to fully educate participants on your chosen Advance project or missionary
- Generate a list of needs. Assign tasks and add them to the timeline. Consider the following, particularly if your event includes 100+ individuals:
 - The number of volunteers needed: Overestimate! You want your volunteers to enjoy themselves
 - Marketing/media
 - Space and setup needs
 - Transportation and/or parking
 - Training
 - Approvals/permits
 - Building or project materials
 - Health needs, including port-a-potties, first aid kits, etc. for large-scale or outdoor events
 - Food and drinks for the day
 - Childcare, if any
 - Insurance rider for the occasion
- Promote your event! Using all available channels, clearly and concisely communicate:
 - The Advance project or missionary for which you're raising funds. Provide a short, compelling statistic to appeal to donors
 - Communicate how everyone can easily help with this project
 - (by attending the event)
 - Event details
 - Honor your vetted sponsor(s)
- Discuss celebration details and how you will close the event. **Schedule a clean-up crew**, ideally separate from the other volunteers. Consider including a time of reflection or celebration, and also a time to gather "what we'd do better" information to help with the next time
- Promote the event! Have each church announce their participation in their Sunday services, Sunday school classes, bulletins, social media posts and newsletters asking people to sign up as volunteers. Provide a place at each church for people to register on paper as well
- Hold your event!
- Celebrate and debrief
- Report to and thank your sponsors
- ANNOUNCE YOUR DONATIONS! Be sure to announce the achievement of your goal or celebrate the donations received



Get to know all of The Advance programs and projects by visiting
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