



START HERE

A GUIDE TO USING YOUR HUNGER PROJECT RESOURCES



The Advance

Global Ministries | The United Methodist Church



THE ADVANCE

is an accountable, designated giving arm of The United Methodist Church. We are part of the General Board of Global Ministries and we work with United Methodist Churches all over the globe. The Advance is passionate about empowering local congregations to give generously and passionately to causes in which they believe.

We make sure that **100% of every donation** reaches the intended mission or ministry, no matter where it is in the world. You and your congregation can choose which ministry or program to support with donations, fundraisers, special offerings, special events, and more!

The General Board of Global Ministries receives and processes your gifts. They are then made available for disbursement and automatically wired to the project director or area financial person of your selected ministry.

We make it simple to pair your passion with generosity. Together, we are directing giving at a global level. Together, we do more!

A GLOBAL IMPACT

There are over 900 global giving and impact opportunities cataloged for your convenience at www.umcmmission.org, and dozens of hunger projects at www.umcmmission.org/hunger.

You can find a project your church loves, like giving generously to the World Hunger and Poverty project, or finding a local missionary to support who has a heart for the same burden your congregation is called to serve. Hunger relief projects have annual donation needs that range from the tens of thousands a year, to the hundreds of thousands a year.

Your generosity as a church can change communities for generations!



GETTING STARTED

We want to empower you to move forward fervently and confidently as you share these opportunities with your congregation.

A download kit full of resources was created for you.

- FAQ
- Advance Project Opportunity List
- Flashcards
- Social Media Images
- Social Media How-to and Plan
- Talking Points
- Video
- Artwork
- Poster
- Idea Sheet
- Fundraising & Event Guide

These resources are **FREE** and can be shared with your congregation, your team leaders, your staff, and whoever you think needs them.

FAQ BOOKLET

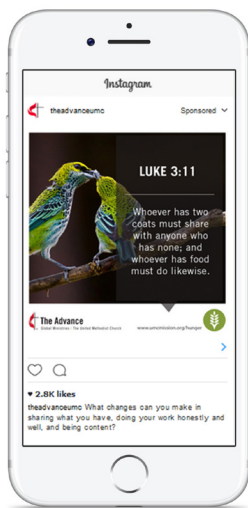
Available at www.umcmission.org/hunger

This booklet goes through some of the most frequently asked questions your congregants or donors are likely to have. Questions like “What is The Advance?” and “What is my impact?” and “How or where do I give?”

Here are some ways you can utilize this booklet in your fundraising and awareness efforts:



- Print this booklet and have copies available in lobby areas. It includes inserts for Sunday service bulletins or for snail-mail deliveries.
- After you’ve announced a fundraising event or campaign for a Hunger project, ask and answer questions on Facebook in social statuses.



EXAMPLE: What changes can you make in sharing what you have, doing your work honestly and well, and being content?

- Send an email-a-day, answering a question every day about The Advance.
- Write an article for the church blog with all the FAQ’s asked and answered.

There’s no one way or wrong way to use this booklet. This booklet is to help you inform, engage, and raise awareness within your generous community.

THE ADVANCE PROJECT LIST

Available at www.umcmmission.org/hunger

With over 900 Advance projects from which to choose and over 30 Hunger projects, it can be overwhelming to figure out where to start. This catalog should help. This catalog—or “Project List”— is a list of all the active Advance projects about curing hunger. This catalog can help pastors and leaders identify a great project for their church to rally behind, and it can also trickle down to others in your congregation to mobilize small-group giving.

Here are some ways to utilize this resource:

- Have printed copies available for small group leaders and staff members who may want to mobilize their groups or families or teams for small-group giving. They can pick up a copy and identify a project that resonates with them.
- Share digital copies of this resource on:
 - Social Media
 - Church Blogs
 - Emails
 - Church Landing Pages or Microsites
- Encourage youth pastors and children’s pastors to identify projects that they can teach about in Sunday School or youth gatherings. An Advance project can be a great way to start teaching about generosity to the young ones in your congregation.
- Share about a project every week in your church bulletin or on social media. Maybe you don’t want to start a fundraising event or campaign right now, but you want to share generosity opportunities with your congregation. Every week, share a new project on social media and provide all the information they need to give. It is a great way to share the breadth and width of the impact of The United Methodist Church and connectional giving.



THE ADVANCE: HUNGER PROJECT

*Helping You and Your Congregation
Direct Your Generosity*



Global Ministries | The United Methodist Church

www.umcmmission.org/hunger



FLASHCARDS

Available at www.umcmmission.org/hunger

The flashcards are a wonderful way to educate yourself, your team, and your whole church — from the youngest Sunday schooler to the eldest. These Flashcards come in a booklet as “two-up” and can be printed double-sided, then cut to shape.

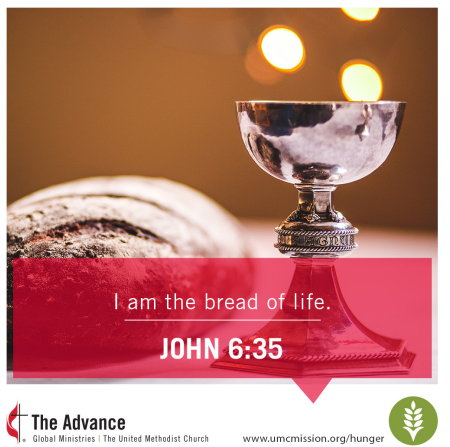
The front of the flashcard asks a question, the back has information to answer the question. You can use these cards in a variety of ways.

- Insert one into your Sunday bulletin
- Print out and use for youth group announcements or activities
- Crop the photo digitally (or take a screenshot). Then, use them on social media. Post the question in the morning and post the answer in the evening.
- Take the questions and answers and put them into a powerpoint presentation that you can utilize during walk-in or during announcements or even during your sermon!
- At your fundraising events, write the questions and answers on posters and hang them around your event.
- Print these flashcards and have them available in the lobby and information areas.



SOCIAL MEDIA IMAGES

Available at www.umcmmission.org/hunger



We've created four social media images for you to use as you build awareness for your fundraising event or campaign.

These images have been optimized and are ready to be utilized on your church's social media feeds.

- Facebook
- Instagram
- Twitter
- Pinterest
- Snapchat

SOCIAL MEDIA GUIDE

Available at www.umcmmission.org/hunger



This guide includes general tips & tricks of using social media as you raise funds for your Advance project. It includes best practices, basic insights on analyzing engagement and even when to post. Think of this resource as Social Media 101+.

This guide is a perfect resource to give to the volunteer or staff member who handles your social media. They can utilize this guide for your Advance project and beyond.

TALKING POINTS

Available at www.umcmmission.org/hunger

As you set out to start your fundraising campaign or event planning, you're going to need a lot of this at your fingertips. And that is exactly what these talking points will give you. These talking points offer a variety of different tips, focal points, stats, and figures to help you frame discussions, sermons, and announcements around your Advance project.

You can utilize these talking points in a variety of different ways.

- Include stats and figures in your sermon or announcements around the fundraising campaign and/or event.
- Work these stats and figures into newsletters or Sunday bulletins.
- Share these talking points over email — one or two at a time.
- Share talking points, stats, or figures via social media statuses.
- Record a video of yourself talking about your campaign utilizing these points and then upload to social media. Record yourself right on your phone to keep it simple.
- Pass this resource out to small group leaders, staff members, and leaders who want to help you talk about and raise awareness for your fundraising campaign.
- Share this resource with all volunteers helping to plan your event or fundraising campaign.

THE ADVANCE: TALKING POINTS for YOUR HUNGER CAMPAIGN

*How To Talk About Your Hunger
Fundraising Campaign*



The Advance
Global Ministries | The United Methodist Church

www.umcmmission.org



VIDEO

Available at www.umcmmission.org/hunger

We've created a video for you to use as you build your campaign and raise awareness about the need for eradicating hunger. This video is yours to use in a variety of ways — from sharing on public social media feeds to sharing in homes during small group discussions. Here are some places you might find the most use for this video.



- Show this video before taking up a special offering for your chosen Advance project.
- Upload this video to social media as part of your advertising campaign for your fundraising event.
- Use this video at your fundraising event to spread the message about why the fundraising event is so important.
- Share this video with small group leaders and encourage them to show it before they get into their study time.
- Share this video in Sunday school, youth group, and children's church.
- Encourage questions about the food crisis and share how your church is responding.
- Email this video to your congregation as a way to raise awareness about this need and the reason you are raising funds.
- Share this video during your sermon or during announcements when you talk about your fundraising event or campaign.

ARTWORK

Available at www.umcmmission.org/hunger

We've created some artwork for you that you can begin using as soon as you've adopted your Advance project. This artwork includes powerful photography, the Advance logo and icon.

We've included the following artwork for your use:

- Email Header
- Powerpoint Presentation
- 11 x 17 Poster
- Bulletin
- Web Image

This artwork will allow you to streamline the “look” for your campaign without all of the hassles. We've included the following formats for you:

- PNG Format
- RGB Format
- Full Color
- Black & White



IDEA SHEET

Available at www.umcmmission.org/hunger



THE ADVANCE: IDEAS FOR YOUR HUNGER CAMPAIGN



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www.umcmmission.org/hunger



The Idea Sheet is just that — a resource chock-full of good ideas. This resource can be utilized by you and your team to create a fundraising campaign that lasts a week, a month, or a full year!

Use our ideas or use this format as a way to create your own. Whatever you do, just remember, there are no bad ideas!

FUNDRAISING AND EVENT GUIDE

Available at www.umcmmission.org/hunger

The Fundraising and Event Guide is your key to planning and promoting some amazing events, from the Hunger-specific to the more traditional. In the pages of this resource, you'll find the following:

- 10 Event Ideas
 - Hunger Specific Ideas
 - Traditional Event Ideas
- Pre-Event Promotional Ideas
- Fundraising Goals
- Number of Team Members You'll Need
- Materials You'll Need
- Post Event Celebration Ideas
- Tips & Tricks: A Checklist for Getting Started

.... and more

Take this booklet and share it with your volunteers, leaders, and anyone who is helping you with your fundraising campaign. This book will empower them to get started and gain traction immediately.



THE ADVANCE: FUNDRAISING GUIDE



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ARE YOU READY?

If you are passionate about curing hunger, giving through The Advance is a way to extend your passion and do more together. You can find all of these resources and more at

www.umcmmission.org/hunger.



Open hearts. Open minds. Open doors.

The people of The United Methodist Church®