



THE ADVANCE: WATER CAMPAIGN GUIDE



The Advance

Global Ministries | The United Methodist Church

www.umcmmission.org/water



HELLO!

We are so grateful you and your congregation are interested in helping us in our mission to bring clean water and promote good hygiene across the world.

Here are some ideas to help you get 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 www.umcmmission.org/water to find examples of people and ministries being served by our clean water and sanitation 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 Water 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 “Water Sunday.” On this Sunday, line the walkways and public areas with jugs of dirty water. During your sermon and offering times, share facts and stats about the clean water and sanitation crisis. Then, offer your congregation an opportunity to be generous towards a specific Advance project.



IDEAS for your Water 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 energy to this project.

Every Sunday of the month, share stats and facts about the needs for clean water and sanitation. Have a new visual in gathering areas for each Sunday. **Read below for some great examples and ideas.**



IDEAS for your Water Campaign

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EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

FIRST SUNDAY

Line the entrances and lobby areas with dirty water jugs. Spend some time in your offering or sermon to shine a light on the dirty water crisis affecting all parts of the world, even at home in the United States. Challenge them to give generously during a special offering time because 100% of all donations will go directly to The Advance project your church is supporting. Tell them it's the **first of four Special Water Sundays**.

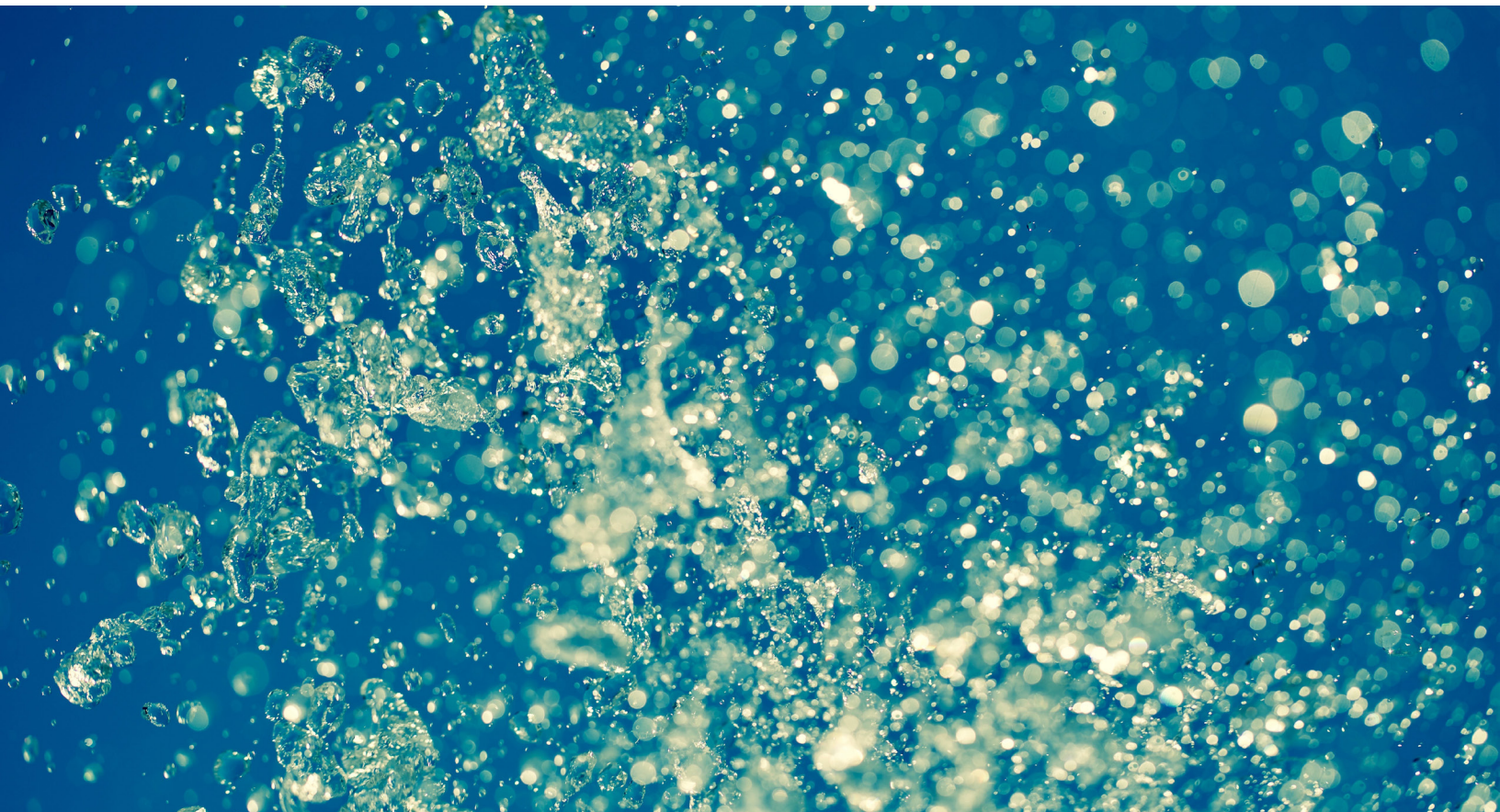


EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

SECONDSUNDAY

Set up a timer in the main worship area. During a portion of the sermon, have a buzzer sound every two minutes. At the end of the sermon, share this sobering fact: Statistically, children under the age of 5 die every two minutes because of diarrheal diseases caused by lack of clean water. Ask them to join you in giving generously.



EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

THIRD SUNDAY

Set up hygiene stations (hand sanitizers, soap, etc.) in the lobby areas. Have a ceremonial hand-washing on stage during the offering set-up.

*On this Sunday, talk about how important hygiene is in the eradication of dirty water diseases. **Share this fact:** Promoting and teaching good hygiene is one of the most cost-effective ways to improve public health. Improved public health improves public efficiency. For every \$1 given, there is a \$4 increase in productivity.*

This Sunday, encourage everyone to give at least \$1, \$7, or \$31 to increase productivity for a day, a week, or a month!



EXAMPLES

ONE MONTH / QUARTERLY CAMPAIGNS

FOURTHSUNDAY

For the final Sunday in your series, move to a clean water visual. 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 \$1,000, here is the real impact:

- This can represent \$4,000 worth of productivity in the economy after access to clean water
- This can represent 333 children's lives saved after access to clean water and hygiene education
- This can represent 333 children getting clean water for 1 year
- This can represent 20,000 children getting clean water for 1 day

As you plan for your offering time or sermon time, set a challenge number. "We've already raised \$1,000, let's make it \$2,000 and double our impact."





CAMPAIGNS LASTING LONGER THAN 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 the water initiative. 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 “Water 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 \$0.05 offering makes an impact as it can provide clean water for a day for one child. Challenge kids in your church from preschool to college to **give** as much as they can to children just like them.



CAMPAIGNS LASTING LONGER THAN ONE MONTH

Continued

- Download and use the content in the kits. 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:

Smallgroups.com
World Health Organization
UNICEF WASH
CDC.gov



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/water to get more free resources and information today.



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