



# THE ADVANCE: **FUNDRAISING GUIDE**



**The Advance**

Global Ministries | The United Methodist Church

[www.umcmission.org/water](http://www.umcmission.org/water)

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# Hello Leaders!

Once your soul has been transformed through acts of service and generosity, you want to see transformation in your congregation. **Fundraising and giving is a means to this transformation.**

When you start any fundraising campaign, there can be some trepidation. But fundraising is not only an invitation for generosity, **it's also a platform to share a vision.**

**We wanted to make fundraising for your chosen Advance projects as easy as possible for you!** We've created this booklet just for you, with lots of fundraising tips, tricks, water specific event 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 through a community-wide work-a-thon, you can celebrate the advancing of our mission worldwide.

We believe access to clean water is a right, but:

- 844 million people don't have access to safe water.
- 58% of all sickness worldwide is related to contaminated water.
- More children die from dirty water every year than war, malaria, HIV/AIDS and traffic accidents combined.
- Every 2 minutes a child dies from a water-related disease.

Global Ministries and UMCOR are on the ground, making great gains to bring clean water to communities worldwide. **The Advance has launched programs in 20 countries across 5 continents** — from the valleys of the U.S., to the uplands of Africa. In 2018, UMCOR granted over \$2 million to WASH programs. These programs benefit over 270,000 people with clean water and sanitation intervention.

Together, we are accomplishing great works.

As you roll up your fundraising sleeves, I hope you'll find this guide hopeful and inspirational.

God bless you,

Russell Pierce  
Director of The Advance

\*Diseases and risks. (2018, April 19). [http://www.who.int/water\\_sanitation\\_health/diseases-risks/en/](http://www.who.int/water_sanitation_health/diseases-risks/en/)



# Water Project **IDEAS**

# Pre-Event PROMOTION IDEAS

Make a statement about the need for clean water by...

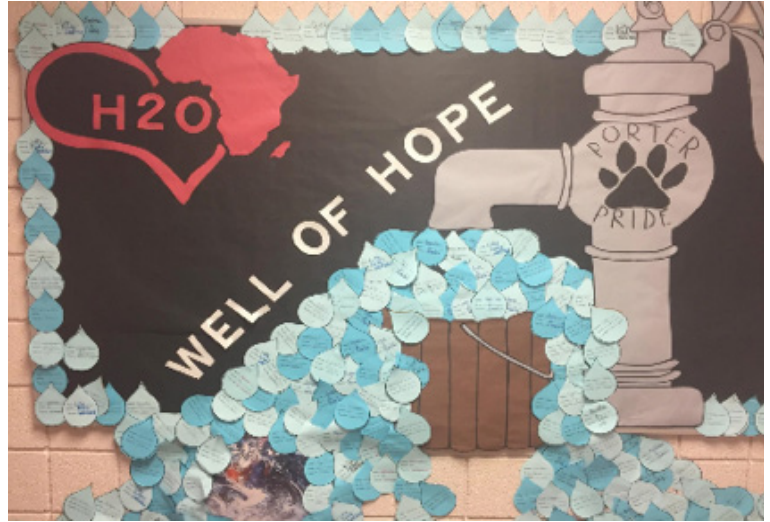
- Setting up towers of bottled water in your church lobby, sanctuary and other gathering spaces. Use this as a way to talk about your event.
- Set up hygiene stations (hand sanitizers, soap, etc.) in the lobby areas. Talk about how important hygiene is in the eradication of water-borne diseases.
- Line the entrances and lobby areas with dirty water jugs. A pastor can spend some time in worship shining a light on the dirty water crisis affecting all parts of the world, even at home in the United States.
- Set up a timer in the main worship area. During a portion of the announcements or 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.
- Post notes in the bathrooms, kitchens and over water fountains that share clean water facts to remind congregants about your project, its importance and how they can get involved.
- As you are organizing events, please try to use environmentally friendly products.





# WATER Droplet Wall

*Youth create paper water drops, sell them to friends and adults inside and outside of the church for \$1, and then display them on a church lobby wall. Each droplet represents \$1 and contains the donor's name or honoree.*



## Fundraising Goal

**Bottom line goal:**  
\$1 per  
congregant

**Stretch goal:**  
\$5 per congregant

**Aspirational goal:**  
\$10 per  
congregant

## 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 the designated droplet purchase spot
  - AFTER: (1) Clean-up Crew
    - After photographing the wall and leaving it on display for a few weeks, droplets can be removed and disposed of.
- Note: The same 3 people could fill all roles and execute this fundraiser, but why not share the fun with others?

# WATER Droplet Wall

### List of Materials

- Paper: Droplets in shades of gray, white and blue
- Decorated wall, optional balloons to draw attention
- Donation container and system
- Signage: Other posters directing people to purchase droplets

### 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

- Pique curiosity by placing paper water droplets in unusual areas in the church building, like bathrooms, near coat racks, on doors, etc.
- 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

# WATER Droplet Wall

### Promotion During the Event

- Make informative signs for church common areas. 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 water 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 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
  - Send an email or thank-you card to volunteers
  - Consider sending photos and a brief summary to The Advance staff at [info@umcmmission.org](mailto:info@umcmmission.org)
  - Publicly thank all volunteers and supporters
    - Say thanks and tag people on social media
    - Announce your thanks during worship or a large group gathering
    - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief



# Half Mile of Pennies

*It takes 42,240 pennies lined up end-to-end to stretch the length of a half mile. Take a few Sundays and promote this exciting fundraiser, highlighting the distance families have to travel for clean water in the developing world.*

### 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 jars and answering questions; (1) Creative to maintain an ongoing visual to display the progress
  - AFTER: (2) Clean-up Crew
    - Request a small crew to gather count and deposit money; recycle containers if necessary
- The same 3 people could fill all roles and execute this fundraiser, but why not share the fun with others?

### List of Materials

- Collection containers: Any sturdy container will do!
- Decor: Balloon on every donation container for visibility
- Signage: Posters to promote and educate

# Half Mile of Pennies

### 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.)
- Requesting people donate pre-rolled coins to save on time and to make counting easier

### Pre-Event Promotion

- During a Sunday service, make a statement about the need for clean water and the distance millions have to travel to get usable water every day. People in the developing world walk an average of 3.7 miles a day for water.
- Hang posters in well-trafficked areas
- Engage offline and excite online
  - Utilize every communications 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 church common areas. 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 water crisis (or use pictures on posters)

# Half Mile of Pennies

### 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 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
  - Send an email or thank-you card to volunteers
  - Consider sending photos and a brief summary to The Advance staff at [info@umcmmission.org](mailto:info@umcmmission.org)
  - Publicly thank all volunteers and supporters
    - Say thanks and tag people on social media
    - Announce your thanks during worship or a large group gathering
    - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief



# Traditional Event **IDEAS**

# 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



**Bottom line goal:**  
\$3 per customer

**Stretch goal:**  
\$5 per customer

**Aspirational goal:**  
\$10 per customer

### 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?

### List of Materials

- Edibles: Lemonade, water, baked goods
- Eco-friendly disposables: cups, napkins, plates, paper towel, ingredients card (for allergies/nutritional choices)
- Stand: Tables, tablecloths
- Decor: Eco-friendly balloons, information boards
- Signage: Posters
- Donation container and system
- Optional: Stock an art station to let the kids decorate their own paper cups.

# Old-Fashioned “Lemon-aid” Stand

### 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

- Make announcements during worship services
- Hang posters in well-trafficked areas
- Engage offline and excite online
  - Utilize every communications 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 church common areas. 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



# Old-Fashioned “Lemon-aid” Stand

### 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 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
  - Send an email or thank-you card to volunteers
  - Consider sending photos and a brief summary to The Advance staff at [info@umcmmission.org](mailto:info@umcmmission.org)
  - Publicly thank all volunteers and supporters
    - Say thanks and tag people on social media
    - Announce your thanks during worship or a large group gathering
    - Announce your thanks through a church newsletter or social media page

# 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 (3+)

- 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

# Host a Work-a-Thon

### 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.)
- Brainstorm a list of projects that participants can complete during the event, such as various projects throughout the church building and grounds, maintenance or repair projects at homes of church members, cleanup at a nearby park or greenway, etc.

### Pre-Event Promotion

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

# Host a Work-a-Thon

### 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 Advance staff at [info@umcmmission.org](mailto: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

**Bottom line goal:**  
\$5 per participant

**Stretch goal:**  
\$10 per participant

**Aspirational goal:**  
\$20 per participant

### 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; 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: Eco-friendly balloon on every donation jug for visibility
- Signage: Posters to promote and educate

# Change for **CHANGE**

### 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 communications 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. 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)



# Change for **CHANGE**

### 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](mailto: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! Raise money through donations for many creative elements: a suggested entrance fee, donations for drinks and babysitting.*

### Fundraising Goal

**Bottom line goal:**  
\$10 per attendee

**Stretch goal:**  
\$15 per attendee

**Aspirational goal:**  
\$20 per attendee

### 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.

# Sporting Event PARTY

### List of Materials

- TV or screen to watch sporting event
- Edibles: Drinks, appetizers, snacks on tables
- Eco-friendly disposables: Cups, napkins, plates, bowls, utensils, garbage bags
- Eco-friendly 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?
- After you select the sporting event you want to watch, double check that all copyright laws are being followed
- 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

# Sporting Event PARTY

### 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 about your chosen Advance project or missionary.
- The best signs communicate 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](mailto: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.

# CHILI Cook-Off

### List of Materials

- Participants provide a chili-filled crockpot and completed recipe cards.
- Edibles: Drinks, chili garnishes and dessert
- Eco-friendly 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
- Eco-friendly 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



# CHILI Cook-Off

### 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 about your chosen Advance project or missionary.
- The best signs communicate 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](mailto: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, and they donate to your chosen Advance project or missionary.*

## Fundraising Goal



**Bottom line goal:**  
\$15 per patron

**Stretch goal:**  
\$20 per patron

**Aspirational goal:**  
\$30 per patron

## 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)

# SPIRIT Night

### 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

# SPIRIT Night

### 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](mailto: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 choose to number all of 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

# Pick an **ENVELOPE**

### 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 encouraging congregants to visit the envelope wall and participate in the effort
- 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 church common areas. 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)



# Pick an **ENVELOPE**

### 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](mailto: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, or chocolate. Ask them to set that money aside as a donation to the Advance project or missionary of your choosing.*

### Fundraising Goal



**Bottom line goal:**  
\$5 per participant

**Stretch goal:**  
\$10 per participant

**Aspirational goal:**  
\$20 per participant

### 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

### Things to consider or plan

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

# Daily Indulgence DROP

### 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!
  - 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](mailto:info@umcmmission.org)
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- 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 time/date/location. 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. They make a donation, and 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. Detail 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.

# Checklist for **GETTING STARTED**

- Generate a list of needs. Assign tasks and add them to the timeline. Consider the following, particularly if your event includes 100+ individuals:
  - 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 porta-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.

# Customizing THE CAMPAIGN

## Once your mission team chooses an Advance project, missionary or ministry area

that the congregation will support through a fundraising campaign, the team should then choose how long the campaign should last, considering other planned church events, initiatives, mission activities, etc.

All aspects of the campaign should educate the congregation about the ministry effort as well as inspire them to give generously to support your chosen Advance project or missionary.

The campaign could last...

**For a weekend**, and include one or more of these activities:

- Educational fact cards and posters on display in welcome areas, busy hallways and other gathering spaces
- Special offering in worship, including a video, offering talk, or testimonial about the ministry
- Fundraising and awareness-building event
- Social media posts that share information about the ministry you are supporting, ways that people can get involved, and details about your event or fundraising effort

**For three months**, including the suggestions above, as well as:

- Congregation-wide personal fundraising efforts that last during a season of the year, such as Lent, VBS or Advent
- Bible lessons that relate to the ministry, tailored to children, youth and adults, that are offered during Sunday school classes or other gathering times
- Interaction between a project representative or missionary and your congregation, either through an in-person speaking event or a live video chat

**For a year**, including the suggestions above, as well as:

- An all-ages retreat, focused on awareness and prayer activities
- Multi-season specific offerings, fundraising efforts and events (at least one per quarter)
- Monthly stories of ministry, shared in worship, newsletters or emails



Get to know all of The Advance programs and projects by visiting  
[www.umcmmission.org](http://www.umcmmission.org).

