

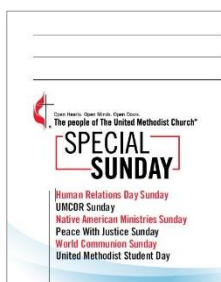
Special Sunday HOW-TO GUIDE

SPECIAL SUNDAY

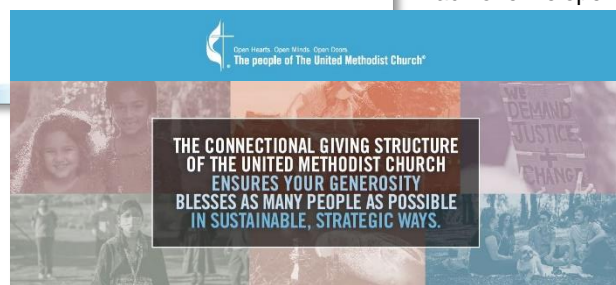
With all of the challenges 2020 presented, one of the biggest was the shifts we made in how we worship. This required us to revise and adapt our current resources to meet new needs. We hope this guide answers questions on how to use the new resources to promote and teach members about the importance of giving to the Special Sundays.

What is new about the envelope?

The Special Sunday envelope is designed to represent ALL six (6) Special Sundays. It is USPS-approved, *meaning it can be mailed*, allowing members the choice to either mail in their donations or give in person during worship. The image represents the front and back view of the envelope.



Front of envelope



Back of envelope

What are pew cards?

To promote the individual Sundays, we created a resource called pew cards. There are six (6) individual pew cards to help support each Special Sunday with details on why we give, how to give and the impact of our gifts. Pew cards are designed to fit in the pew racks located on the back of each pew. Included on each pew card is a QR code offering easy access for members as well as visitors who prefer online giving. We encourage you to place these in the pew cards a few weeks prior to the Special Sunday...or you can order all six and display them year round! The images below represent the front side of the six new pew cards and offer a view of the back of Human Relations Day pew card.



Order these new resources [online](#) or by phone 800-991-6011 from 7:30 a.m. – 5:30 p.m. Mountain Standard Time. In addition to print version, the pew cards are available in digital format and are available for download [here](#). There are also Annual Conference and Awareness Sunday pew cards available and can be found [here](#).

How will we use these resources in worship or to promote the Special Sunday?

Here are 7 ideas on how to in worship or promote the Special Sunday celebration:

1. Include the envelope with your newsletter mailings to offer members unable to attend worship in person the opportunity to participate in the Special Sunday offering. The Special Sunday envelope is designed to fit inside a standard size envelope and is USPS approved so they can mail it back to the church. Remind members to mail the envelope with their donation included inside - it will require a postal stamp.
2. Place the pew cards in the pew racks 2-3 weeks prior to each Special Sunday to increase awareness – or place all 6 in the pew rack and promote them year round.
3. Place the envelope and pew cards inside the bulletin on the day of the Special Sunday to help collect the offering on the Special Sunday.
4. Leave the pew cards and envelopes in high traffic locations for members and visitors to see. The goal is to for persons to take them to read, share, or keep as a reminder.
5. Include the envelope and pew cards in visitor packets or pass out at events to share information on the ministries we support.
6. Incorporate the digital pew card in newsletters, emails and online prior to the Special Sunday as a reminder about the celebration.
7. Incorporate a Special Sunday video or post the digital pew card during worship to speak into the ministry of a particular Special Sunday

How can local churches become involved in Special Sunday celebrations?

The local Church plays a very important role in connecting members to missions. This is an opportunity to showcase how your church is a part of something bigger while raising financial support to keep God's mission moving forward. As a church leader, your role is to speak into the special programs approved and supported by the Church. These resources are available make this simple:

1. **Review** the online [pastor and leader kits](#) for each Special Sunday and explore the resources available for use in worship, study, devotion and promotion.
2. **Involve** church leadership and laity in the planning of the Special Sunday. Use the [planning guide](#) and the [friends and family participate guide](#) in scheduling.
3. **Invite** your congregation to be a part of the Special Sunday celebration and offerings.
4. **Share** information, stories, and incorporate the provided content into your social media posts, sermons, and communications. Every Special Sunday pastor and leaders kit includes social media graphics and content to use and share.
5. **Thank** your church for participating. We encourage you to highlight the donations received and remind them of how they are the hands and feet of Christ.

This effort can help your congregation discover - *or continue to support* - areas of mission. Special Sunday celebrations are designed to engage every area of your congregation - wether you are meeting in person or online. Children's ministries can collect spare change drives; youth and young adult ministries can create virtual mission trips and learn about the ministries of the Special Sunday while fundraising; and the whole congregation can pray together for the outcome of the ministry.

How do we collect campaign donations?

Offerings for Special Sundays work best if collected through the local church. Use the pew cards to familiarize members and visitors to the Special Sunday and insert envelopes in bulletins to encourage giving during worship. Promoting specific details about the online giving opportunities is an essential element of the Special Sunday offering. When posting on social media or sending out information, be sure to include a link to the online giving page for your local church and if you do not have one, use the official Special Sunday donation site at ResourceUMC.org/SSGive. This will allow people to quickly make a donation and then include the giving information in their own social media posts so that others can give as well. Pew cards also have a QR code linking directly to the donation site.

What Special Sunday resources are available?

- **Pastor and Leader Kits** are created by Special Sunday and can be found using these links. For the below resources click on these links to find the appropriate resources
[Human Relations Day](#) [Peace with Justice Sunday](#) [World Communion Sunday](#)
[UMCOR Sunday](#) [Native American Ministries Sunday](#) [United Methodist Student Day](#)
- **Social media graphics and logos** can be used on your church social media, send it via email or text message, or post it on a blog. Graphics are easy to share and use and offer an easy way to inspire giving. Social graphics by Sunday can be found in the kit links provided above. Graphics available in multiple languages
- **Worship Resources** can be used in the planning and the action of worship. Find sermon starters, liturgies, offering talks, worship song list, bulletin covers and bulletin inserts. Available in multiple languages
- **Age level resources** are to encourage every age in your congregation the importance of Special Sundays. Find resource guides, adult discussion questions, devotional podcast, reading list, a youth month long plan, children's bulletins and children's activities
- **Videos** of how the missional work of The United Methodist Church is impacting the lives of others is an easy what to share the message. Find videos by Special Sunday in the pastor and leader kit links provided above
- **Mission Moments** can be used during worship, as newsletter content or personal use. They include weekly devotions that provide a moment for mission, an offertory prayer and bite sized newsletter copy to be inserted in your church newsletter or bulletin. Mission Moments are posted monthly and incorporate featured content about all giving opportunities and can be viewed [here](#)
- **Impact Stories** share the ministry of hope and restoration and the unmeasurable impact of generosity. These articles offer another way to share the message of the mission of the Church. They are easy to read and share and can be viewed [here](#)
- **Promotional Resources** help you share the message about why and how we participate in Special Sundays. We encourage you to use the posters, social graphics, newsletter and blog copy, or mobile wallpapers found in the pastor and leader kit links provided above
- A [Planning Guide](#) offering suggested schedule to plan out a campaign