



2021 GLOBAL MINISTRIES' END-OF-YEAR CAMPAIGN: HOW-TO GUIDE

Welcome to the end-of-year giving campaign as we work to provide **The Basics of Human Needs: Love, Joy, Hope, Peace** through direct support of Global Ministries and the United Methodist Committee on Relief. As a church, you are invited to celebrate the global impact of our church while inviting others to learn about Global Ministries and UMCOR. This guide will assist you in sharing with your congregation how evangelism and church growth, missionaries, global health and disaster response and recovery are making the world a better place.

How does the campaign work?

Invite your congregation, Sunday school classes, small groups and ministries to become part of the mission work of Global Ministries and UMCOR through prayer, support and fundraising. Donors are encouraged to give to and advocate for the mission or ministry they are most passionate about and share their passion with others. As you move through the campaign, refer to [Global Ministries' The Basics of Human Needs: Love, Joy, Hope, Peace campaign page](#) for recommended causes, inspiring stories and additional information. Incorporate the information into church communications, e-newsletters and sermons, or create a special offering. Free, downloadable social media graphics, campaign letterhead, videos and other resources are available through ResourceUMC.org/GiveLove.

How can local churches become involved?

The local church plays an important role in connecting members to the mission of the global church. This is an opportunity to showcase how your church is a part of something bigger while raising financial support for these important ministries.

As a church leader, your role will be to introduce the campaign. The steps are simple:

1. **Review** the resources and plan and explore giving opportunities on Global Ministries' website.
2. **Involve** church leadership and laity in the campaign.
3. **Invite** your congregation to be a part of the campaign.
4. **Share** information and stories, and incorporate the provided content into your social media posts, sermons and communications.
5. **Thank** your church for participating.

Note: A suggested campaign schedule is included within this how-to guide.

This effort can help your congregation discover—or continue to support—areas of mission they are passionate about. This campaign is an effort in which every area of your congregation can become involved—whether you are meeting in person or online. Children’s ministries can begin spare change drives, youth and young adult ministries can create virtual mission trips and learn about the cause you choose while fundraising, and the whole congregation can pray together for the outcome of the campaign.

How do we collect donations?

Promoting specific details about online giving opportunities is an essential element of the campaign. When posting on social media or sending out information, be sure to include a link to the online giving page umcmmission.org/GiveLove. 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.

How will the funding be applied?

Churches may choose a specific fund, or simply give to where the support is most needed. A great starting point is the campaign page umcmmission.org/GiveLove.

Where should donations be sent?

Directions about how to submit donations for Global Ministries and UMCOR are available at umcmmission.org.

How do we connect our church with missions and ministry?

Your imagination is the only limit! Customize the suggested campaign schedule for your needs, and invite your church to a mission fundraising challenge or virtual mission fair, or simply share how your congregation is making an impact at home and in the world.

What campaign resources are available?

- How-to guide
- Suggested campaign schedule (see below)
- Social media graphics and logos on your church social media, which you can send via email or text message or post on a blog. These step-by-step instructions will help congregants learn more about the campaign and what you’re asking them to do. [Download the graphics here.](#)
- Sample invitational letter/e-newsletter copy—Customize the message below (replace all of the italicized copy) and use it in your church’s e-newsletter or as a letter. Before sending this information, it would be helpful for one or more church staff members or lay leaders to complete the steps so that your congregation can be inspired by your example(s). This sample copy is also available as a downloadable Word document for easy updating and formatting.
- Letterheads to [download and use](#)
- Weekly missionary reflections to read and share
- Weekly [Get Your Spirit in Shape Podcast](#)
- [Video and stories](#) of how the missional work of The United Methodist Church is impacting the lives of others

What should social media posts include?

The Basics of Human Needs: Love, Joy, Hope, Peace social media posts may have several parts. It can include a link to your church's giving page paired with a description of the campaign or a graphic from the campaign, or be either a photo post or a video post.

- Campaign graphic posts are quick and easy. Use one of the provided graphics from UMCCom, post and include a written message.
- Video posts can be created using the videos from Global Ministries' page and sharing why the missional and disaster work of The United Methodist Church is important.
- An invitation for people to join the campaign by making their own donation and sharing why on social media
- A reminder that any donation amount is appreciated and will make a meaningful and lasting impact in the lives of others
- The name of the church and a link to the online giving page to which you donated (or other giving instructions)

For example, this message could accompany either style of post:

United Methodists everywhere are being asked to give the basic human needs: of love, joy, hope, and peace through your support of Global Missions and UMCOR. Join us as we continue God's mission through evangelism and church growth, missionaries, global health and disaster response and recovery.

DONATE HERE: umcmmission.org/GiveLove

About Global Ministries and The Advance

Global Ministries connects the church in mission through evangelism and church growth, missionaries, global health and disaster response and recovery. Every contribution makes a difference in continuing God's mission across the globe.

Since 1948, support of The Advance, the designated mission giving channel of the church, has raised funds that positively effect change within communities and empower individuals across the globe. Thanks to faithful giving, The Advance has funneled more than \$1 billion to thousands of people, equipping ministries worldwide.

Suggested Campaign Schedule

REVIEW		
Week of October 17	Planning	<ul style="list-style-type: none"> Review the campaign information and prepare for launch Involve lay leadership and members in planning Invite small groups, Sunday school classes and ministries to consider how they may like to raise support This is a great opportunity to support missions while worshipping in person or online Using your church social media accounts, follow Global Ministries and UMCOR on social media
INVOLVE & INVITE		
Week of October 24	Invite & Launch	<ul style="list-style-type: none"> Launch the campaign publicly through announcements and social media, and in worship Invite your church to be a part of the campaign Use the sample letter/e-newsletter copy; be sure to share the invitation on your church social media platforms
SHARE		
Week of October 31	Give Love	<ul style="list-style-type: none"> Share Give Love-themed content
Week of November 7	Give Joy	<ul style="list-style-type: none"> Share Give Joy-themed content
Week of November 14	Give Hope	<ul style="list-style-type: none"> Share Hope-themed content
Week of November 21	Give Peace	<ul style="list-style-type: none"> Share Give Peace-themed content
Week of November 28	Giving Tuesday Week	<ul style="list-style-type: none"> Giving Tuesday is November 30 A post a day during the week to share how to give the basic human needs: love, joy, hope and peace
Week of December 5	Give Joy	<ul style="list-style-type: none"> Share Give Joy-themed content
Week of December 12	Give Hope	<ul style="list-style-type: none"> Share Hope-themed content
Week of December 19	Give Peace	<ul style="list-style-type: none"> Share Give Peace-themed content
THANK		

Weeks of December 26 & January 2	Thank congregation for participation	<ul style="list-style-type: none"> • Thank your church for being a part of the #GIVELOVEUMC campaign • Share with your congregation how much was raised to support giving love, joy, hope and peace through Global Ministries' end-of-year campaign
	Conclude campaign	

Sample Pastor Letter to Congregation

Customize the below message (replace all of the italicized copy) and use it in your church's e-newsletter or mail the letter to your congregation. This copy is written with an emphasis on global missions, but you can edit the messaging to focus on supporting a specific mission or project from The Advance. **Before sending this information, it would be helpful for one or more church staff members or lay leaders to complete the steps so that your congregation can be inspired by your example(s).**

Suggested email subject line: The basics of human needs: love, joy, hope and peace



Dear (*church name*) family,

The year 2021 has been a time of change and challenges. Now, more than ever, people are searching for the fulfillment of their basic human needs: love, joy, hope and peace. Now, more than ever, the ministries of The United Methodist Church are needed in the areas of evangelism and church growth, missionary ministries, global health, disaster response and recovery increases.

This is why (*CHURCH NAME*) is participating in giving The Basics of Human Needs: *Love, Joy, Hope, Peace* campaign November 1–December 31. We want to provide for those who need it the most, here at home, in our state, and around the world.

There are several ways to participate: through prayer, social media posts and monetary gifts. ***CHURCH NAME*** will share stories of the transformational work happening through our church, The United Methodist Committee on Relief (UMCOR), Global Ministries—which is the missional and disaster relief arm of The United Methodist Church—and how gifts through The Advance impact lives.

Look for more information through (CHURCH NAME)'s upcoming sermons, social media posts and e-newsletters. This is a great time for our congregation to further God's mission and join with other churches to give in a season of need.

Together, we can make a lasting difference in the lives of others.

In Christ,

(Pastoral team/Pastor's name)