

# How To Guide for #IGiveUMC campaign

Thank you for being a part of the [#IGiveUMC campaign](#)! We hope this effort will inspire United Methodists and others to honor important individuals in their lives by giving back. The goal of this campaign is to help churches increase funds for their local ministry, grow church social media engagement, and to inspire and encourage others in the process.

## How does the #IGiveUMC campaign work?

The purpose is to increase ministry for your local church! You decide how or what ministry needs to grow. Do you need donations to replenish the meals-on-wheels program or resupply your food pantry? Use this campaign to get your congregation and community involved by asking them to make a donation in honor or memory of someone who's made an impact in their life. Donors might choose to support your local church, a family church, the church they grew up in, the church their honoree attends, etc. Others may feel led to volunteer as their donation and you can use those skills to get new projects started or finally complete a project! Either way, your ministry will grow through gifts of time and money.

After their gift, ask your participants to post on social media – and don't forget to post on your church social media too! Ask them to share about their honoree, how they impacted their life and then ask others to join in this celebration too! Encourage others to participate through donations or volunteering in their local church. We want to flood the internet with positive messages of love, hope and encouragement.

## How can local churches get involved in the #IGiveUMC campaign?

You, as a church leader, are invited to launch the campaign in your church and community. Make a donation to your church, make a personal special recognition, create a social media post and ask your congregation to join you. Below, you'll find social media post ideas, email copy and information you can share with your church members.

This effort can grow to become an ongoing opportunity for extra giving or volunteers. Embrace the possibilities and encourage participation as special days pop up on your church calendar. Ask congregants to make donations in celebration of occasions such as:

- All Saints Day
- Anniversaries
- Baptisms
- Birthdays
- Confirmation
- Clergy Appreciation
- Graduations
- Grandparents Day
- Father's Day
- First Responders Day
- Mother's Day
- Staff Recognition

And so much more...



## How are the donations collected for the #IGiveUMC campaign?

This campaign is all about your church and expanding your local church ministries so **ALL collections for the #IGiveUMC campaign remain in your congregation!** Promoting specific details about your church's 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 church's online giving page, instructions for text-to-give, etc. 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.

If your church does not currently have online giving capacity, get started by exploring the ideas and suggestions shared in a recent [MyCom article](#). You can also learn more about eGiving and Connectional Giving by watching a new [Local Church Learning Session](#).

**DO YOU HAVE QUESTIONS?** Email the Connectional Giving team at [UMCgiving@UMCom.org](mailto:UMCgiving@UMCom.org)

## What should #IGiveUMC social media posts include?

#IGiveUMC social media posts can be either a photo post or a video post. As the campaign builds momentum, you'll be able to find inspiration by searching "#IGiveUMC" on Facebook or Instagram to see posts from United Methodists across our connection.

- Photo posts are quick and easy. Simply post a photo of your honoree and include a written message. Be creative! You could post a photo of yourself holding a picture of your honoree, posing with your honoree, etc. Example below.
- Video posts can be created at home with a cell phone, tablet or computer. Zoom is a great and free tool for recording – you can even add copyright-free music as seen in the example linked below. We suggest making a "paper messages" video. You can either use the "script" template we've provided (download and print the .pdf, then fill in the blanks) or just write your own messaging on cards or poster board. During your video, simply show one part of your message at a time, pausing on each page so that viewers can read it. You can choose not to speak at all, or you can add a verbal message at the end. See an example below and watch a sample video online.

If a "paper messages" video isn't your thing, you can also just record yourself sharing a heartfelt message about your honoree. Watch a sample video online.



No matter which type of post you choose, be sure to include:

- A brief written post about your honoree and why you are honoring them
- An invitation for people to join you by making their own donation and social media post
- A reminder that any donation or volunteer amount is appreciated and will make a difference
- The name of the church and a link to the online giving page to which you donated (or give directions)
- The campaign hashtag: #IGiveUMC

An example of a social post is shared below. This message could accompany either style of post:

Today, I'm honoring my mother, Jane Smith, because of her endless love and care for our family! I made a gift to Example United Methodist Church in her honor because she is so dedicated to serving our community. I am also volunteering to keep the nursery the whole month of May in her honor! Join me by celebrating your mom too! Share your message of love on social media after you make a gift or volunteer time at your church! Together we are making positive changes!  
DONATE HERE: [Insert church online giving options OR mailing address]

#IGiveUMC

### *Photo post example:*



### *Video post example:*



## What additional #IGiveUMC campaign resources are available?

- Facebook profile picture frame – Expand awareness of the campaign by incorporating #IGiveUMC on your Facebook profile image. Simply search for the “#IGiveUMC” frame when you’re updating your profile picture.
- Instructional graphic – Post this graphic in church Facebook groups (private groups where you share information with church members), send it via email or text message or post it 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 graphic here.](#)
- Social graphics – An assortment of graphics is available for All Saints Day, Clergy Appreciation, Everyday Heroes, Father’s Day, Grandparents Day and Mother’s Day.
- Sample copy – Customize the below email message (replace all of the italicized copy) and use it in your church’s e-newsletter, bulletin or online. This copy is written with an emphasis on Mother’s Day, but you can edit the messaging to focus on any celebration. 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 in a downloadable Word document for easy updating and formatting.

United Methodists everywhere are being asked to celebrate a mother, grandmother or maternal figure by giving to our United Methodist Church and then posting about it on social media and encouraging others to do the same. The goal is to grow our church ministry by spreading positive messages about those who have made fundamental impacts on our lives!

Let’s participate as a congregation. Offer a gift (monetary or not) in honor or memory of a special maternal figure in your life. Gifts of any amount are appreciated to our ongoing ministries. Make your donation [insert online giving/text-to-give instructions] or special recognition [insert instructions on non-monetary options] to celebrate this person this month.

Then, post on social media! Share about your mom, why she is special and how others can get involved in this celebration too! Encourage others to participate through donations or volunteering in their local church. We want to flood the internet with positive messages of love, hope and encouragement.

Get inspired by viewing a sample post on our Facebook page [include your Facebook link] and by searching #IGiveUMC on Facebook or online. Find resources to create a video to post or use the social graphics already created for this occasion. Continue to spread the word about this opportunity by adding an #IGiveUMC profile picture frame on Facebook! Simply search “#IGiveUMC” when you update your profile photo.

Together, we can support our church’s mission and bring positivity to social media by celebrating how we’ve experienced God’s love through our mothers.

