

# #IGIVEUMC campaign

## GOALS

**GROW** your local church social media engagement  
**ENCOURAGE** and inspire others with positive media  
**RAISE** funds to support your local church ministry

## PURPOSE

To increase support for local United Methodist Churches and the ministries they offer to their community. The campaign encourages participants to give their time and money in honor of someone who has made an impact in their life.

## SIX CAMPAIGN CELEBRATIONS

Resources were created and scheduled for six specific celebrations, but don't be limited by these celebrations and explore celebrations specific to your church.

- **MOTHER'S DAY**
- **FATHER'S DAY**
- **EVERYDAY HEROES**
- **GRANDPARENTS DAY**
- **CLERGY APPRECIATION**
- **ALL SAINTS DAY**

### Three ways to use this campaign

- 1 Grow your volunteer involvement by encouraging participation in a specific project
- 2 Increase funding for a ministry or mission that can nourishes your community
- 3 Launch the campaign to heighten special events like founders' day, graduations, anniversaries, baptisms, etc.

Together, we can support our church's mission and bring positivity to social media by celebrating how we've experienced God's love through others!

## RESOURCES INCLUDE

- **HOW TO GUIDE** – easy to use tool that offers how to get started and encourage engagement in the campaign
- **SAMPLE CONTENT** – prewritten promotional content that can be edited and used in letters or emails
- **INSTRUCTIONAL GRAPHIC** – visual graphic that offers step-by-step instructions on how to participate in the campaign
- **SOCIAL GRAPHICS** – an assortment of graphics designed for All Saints Day, Clergy Appreciation, Everyday Heroes, Father's Day, Grandparents Day and Mother's Day
- **VIDEO SCRIPT** – prewritten content to use as a script for a video that you can post on your social platform to spread your positive messages.
- **WEB ADS** – an assortment of ads that can be used in newsletters, bulletins, websites and more to spark interest

**SUPPORT  
YOUR LOCAL CHURCH  
SERVE  
YOUR COMMUNITY**

**#IGiveUMC**

**LEARN MORE**

The graphic features a white outline of a church roof with a cross on top, centered above the text. The text is in a bold, sans-serif font, with 'SUPPORT', 'SERVE', and 'LEARN MORE' in red and 'YOUR LOCAL CHURCH' and 'YOUR COMMUNITY' in white. The hashtag '#IGiveUMC' is in white with a red heart over the 'i'.

**RESOURCES AVAILABLE IN MULTIPLE LANGUAGES**