

UMC #GIVINGTUESDAY™

2017 TOOLKIT FOR PASTORS



How will your youth turn their passions into action as part of UMC #GivingTuesday Nov. 28?

CONNECT YOUR PASSION WITH GOD'S MISSION

The UMC #GivingTuesday theme for 2017 is “CONNECT YOUR PASSION WITH GOD’S MISSION.”

You are vital in helping young people channel their passions into God’s work to address the needs in the world today.

On Nov. 28, 2017, United Methodists will once again come together to support the work of Advance projects and missionaries on UMC #GivingTuesday.

Through UMC #GivingTuesday, churches and conferences combine Advent and Christmas seasonal giving with global mission and outreach opportunities. As a church leader, you provide United Methodists and others with a way to build missional relationships through a channel they know and trust.

UMC #GivingTuesday is a great anchor for building a mission campaign for youth. With more than 600 projects and 300 missionaries to support, there is a mission focus to fit the interest and passion of your group.

Please use the following resources in ways that work for your church’s context. We would love to hear about creative ways in which you are raising awareness and funds for mission—especially what you are planning for UMC #GivingTuesday. Thank you for your passion as we live out God’s mission together. Should you have any questions or suggestions about UMC #GivingTuesday, please contact advance@umcmision.org.

10 WAYS YOUTH CAN PARTICIPATE IN UMC #GIVINGTUESDAY

Once again we are encouraging youth groups, mission and outreach teams, and others to come together to generate support and awareness for the Advance project they care about most. To make it easy for groups to participate, we have outlined four simple steps for creating a successful “love activation team” along with 10 campaign ideas you can use and customize to fit your team’s unique interests or to spark your own creative campaign development.

Four Steps for Building a Team

Here are four easy steps for building a successful team.

- Invite potential team members to identify a category they are most passionate about, using the list found on: <http://www.umcmision.org/Give-to-Mission/Search-for-Projects/Categories>. To help the group decide, invite youth to research

and present information about the importance of this mission focus. Ask youth to set aside time to reflect on how they feel about the topic. What are their concerns and hopes? Where do they see God at work in the process?

- Once the team has decided on a focus area, select an Advance project working in that chosen area: <http://www.umcmision.org/Give-to-Mission/Search-for-Projects>.
- Encourage youth members to develop a creative campaign they can implement during the four weeks leading up to UMC #GivingTuesday that will raise awareness, garner prayer support, and raise funds for their selected project within the community, at home, at school, or at church.
- Plan a worship celebration as the gifts are dedicated and/or submitted online on Nov. 28.

Ten Ideas to Help Create a Campaign

1. Promote Non-Financial Ways to Support Your Project

As a part of preparing for a UMC #GivingTuesday campaign, encourage youth to identify non-financial ways to support the missionary or project to supplement your financial gift. Some ideas to kick-start your thinking:

- Write a letter to a project or missionary.
- Include a specific prayer each week for the people who are affected by the area of mission (education, health, water and sanitation, etc.), the community leaders who are developing solutions, and the missionary who is bringing her/his expertise to a specific region.
- Subscribe to online updates from the project/missionary.

Whatever you decide, emphasize to youth that giving support is not always about giving financially.

2. Discover Your Impact

One of the goals of UMC #GivingTuesday is to examine how hyper-consumerism and our relationship with “things” affect our relationship with God and each other. This exercise can offer some perspective and education about the ways our spending habits affect others.

- Ask teens to list their top three favorite brands of clothes, food, electronics, etc.
- Then, ask them to do some research into each of the three to find out where they are made, company labor practices, and materials used in the products. The key is to not make anyone feel judged for buying certain brands but rather emphasize the importance of exploring the impact of our purchases.
- Have youth leaders develop a list of conscientious alternatives to the brands listed. Equal Exchange could be introduced as an option for certain goods, and most teens’ favorite topic, candy.

Campaigns that reflect or highlight the categories of the Advance projects being supported are always a great way to learn while raising support as well. Following are three ideas for category-specific campaigns. If your category is not listed, simply create themed campaign ideas that are relevant to the category your team selected.

3. Implement a Themed Campaign: WASH (Water and Sanitation)

Water and Sanitation (WASH) provides a tangible example of something many people take for granted. For youth teams interested in ensuring that all people have clean water and sanitary environments in which to live, the following are activities that tie into WASH:

- In many parts of the world, children must travel for miles each day to collect water for their families. Lead the youth on a walk carrying jerrycans of water filled to one-third (roughly 13 pounds). Encourage them to ask for pledges of support for every 10 minutes that they carry the water.

- Toilet Tax: A quick way to emphasize the importance of a clean and reliable place to go to the bathroom is by charging a toilet tax at your church. Simply place a jar/bucket/plate outside of the bathroom entrance and encourage people to donate. If the person doesn't have money on them, provide a simple and small informational sheet to point them toward the giving page and inform them of the important work WASH is doing around the world.

4. Implement a Themed Campaign: EDUCATION

Education plays an important role in lifting people from poverty and equipping individuals to obtain work and manage their lives. Your youth group may be excited about making education available to all people. If so, here are a few ideas for campaigns to help raise awareness and donations in support of projects that facilitate this:

- Encourage youth to coordinate and host a read-a-thon. Readers can ask for financial pledges based on pages read that can be donated to Advance projects that make education possible for others. This campaign not only raises awareness and funds for education projects, but also provides youth an opportunity to learn more about students around the world.
- Ask the youth to learn more about what life is like in a specific region. Or ask them each to choose a different area of the world to study. Challenge them to find articles, websites, and books that focus on a range of topics in the area(s) of the world they are studying: religion, art, food, culture, education, challenges, etc.
- After they secure pledges for each book, article, blog post, etc., that they read, gather for a weekend of study. Have youth journal with drawings, prayers, and reflections about the information they learned.

5. Implement a Themed Campaign: HUNGER AND POVERTY

Hunger and Poverty is another tangible topic that youth can relate to.

- Treatz for Eatz — Youth can research and prepare food from an area of the world they are supporting. If the food prepared is a snack, it could be sold “bake sale”-style. If the food is more complex and could be served as a meal, consider hosting a community dinner and sell tickets. Use fabrics and place settings that reflect the culture of the region you are supporting.
- Empty Bowls Lunch/Supper can be used as a fundraiser and offers a creative element. Partner with a local ceramics class and have youth create soup bowls. Sell tickets to a simple soup community lunch or supper. The ticket price benefits the project you are supporting on UMC #GivingTuesday. Guests may also purchase the ceramic bowls as an added source of donations to the chosen project. Consider sharing half the proceeds with a local anti-hunger initiative.
- Partner with a local food pantry or soup kitchen. Ask the youth to donate food and volunteer to hand out food or serve at the kitchen.
- Plan a “sleep out” in solidarity with young people who do not have a home. Youth bring a sleeping bag, piece of cardboard, and pillow and sleep outside in an open space, like the church parking lot or a public park (get appropriate permits). Ask youth to find sponsors for each hour they are outside that will be collected after the sleepout and donated online on UMC #GivingTuesday. Explore the circumstances that lead to local and global homelessness. Discuss challenges and surprises that are experienced during the exercise.

Not all campaigns must be financially focused. Here are a few ways to deepen the team's spiritual understanding of the campaign and to simply create awareness for what you're doing:

6. Prepare a Bible Study

Prepare a Bible study using 1 Corinthians 12 as the scriptural reference.

- Remind youth that we are all connected and given different gifts to share with each other

as an expression of God's love to help those in need.

- Ask the group to stand in a circle with their arms spread as wide as possible so that their fingers just touch. Ask one person to move out of the circle, effectively making it impossible, without any other kids moving, to complete the circle. Depending on the size of the group, break up into groups representing different areas of work and have them work to see how each area is affected by all of the other groups either directly or indirectly.
- Discuss how Advance projects represent the work that we as United Methodists do.
- Explore how giving is an intentional way to stay connected with others. When we give time, money, or spiritual support, we share God's love in meaningful, lasting ways.
- At a time when we are focused on the excitement of Christmas gifts, UMC #GivingTuesday is a day to focus on how giving can affect the world in positive ways without perpetuating materialism.

7. Launch an Awareness Campaign

Raise awareness about UMC #GivingTuesday through social media networks. Share posts from <http://www.umcmmission.org> and help promote the campaign with messages like these:

Connect Your Passion With God's Mission
UMC #GivingTuesday 11/28
<http://www.umcmmission.org/Give-to-Mission/Search-for-Projects>

Perfect antidote to overspending on #BlackFriday?
UMC #GivingTuesday coming Nov. 28!
<http://www.umcmmission.org/Give-to-Mission/Search-for-Projects>

8. Make a Video

Making an "I CARE" video is a helpful way to raise awareness for specific programs and educate the congregation about UMC #GivingTuesday.

- Create a handwritten sign using a whiteboard or cardstock. On one side ask youth to write, "I care about [individual focus]." And on the other side write "I am giving to [Project Name] Nov. 28, UMC #GivingTuesday."
- Record each teen showing each side of the sign in a video that they can share on social media.
- Create a longer video using these clips and explaining UMC #GivingTuesday to the congregation. Post the video on the church's website.

9. Hold a Photo Shoot

Take photos of youth holding a sign with a UMC #GivingTuesday graphic that says, "On UMC #GivingTuesday, I'm connecting my passion with God's work. Please join me by supporting [project/missionary name] Nov. 28 on <http://www.umcmmission.org/Give-to-Mission/Search-for-Projects>." Post these "selfless selfies" on social media and your website.

Ultimately, the goal of the campaign is to encourage giving, in many different ways, on Nov. 28. Giving a gift in honor of another is a gift that can go a long way toward affecting lives.

10. Give a Gift

Ask youth to make early Christmas gifts in honor of people on their Christmas list to The Advance project or missionary they are supporting on Nov. 28.

UMC #GIVINGTUESDAY FAQ

When is UMC #GivingTuesday this year?

UMC #GivingTuesday is recognized on the Tuesday following the U.S. Thanksgiving holiday. This year UMC #GivingTuesday is Nov. 28, 2017.

What is UMC #GivingTuesday?

UMC #GivingTuesday is part of an international movement to extend the spirit of giving thanks into the Advent season. As a response to the hyper-consumerism of Black Friday and Cyber Monday, people around the world celebrate UMC

#GivingTuesday by supporting organizations that are transforming the world. It offers an opportunity to start the holiday season by giving instead of receiving.

UMC #GivingTuesday offers United Methodists a way to participate by supporting projects through The Advance.

What is The Advance?

The Advance is an accountable, designated giving arm of The United Methodist Church that ensures 100 percent of each gift is used for its intended mission or ministry.

Through The Advance, United Methodists can give to more than 600 United Methodist-related projects worldwide. Donors can also provide support for more than 300 missionaries. Together, the projects meet a range of needs, from helping survivors cope with natural or civil disasters to helping communities build churches, feed and educate children, and equip hospitals and clinics.

The Advance works with church leaders around the world to ensure that approved projects are aligned with the goals of The United Methodist Church in the local area, help develop partnerships that are mutually advantageous, tell the story of projects and missionaries, and report how giving is making an impact.

Since its founding in 1948, The Advance has helped channel more than 3 million gifts totaling more than \$1 billion to thousands of projects and ministries.

What is the impact of giving on one day?

While people can and do give through The Advance all year, concentrating efforts on one day raises awareness not only about the denomination's many ministries throughout the world, but also about the great generosity of United Methodists. UMC #GivingTuesday has the added benefit of reinforcing a spirit of cheerful Christian giving.

Because of the success of UMC #GivingTuesday, The United Methodist Church has become a

model for other organizations wanting to participate in the larger #GivingTuesday campaign. In 2016, more than 2,550 persons in 19 countries contributed a total of \$853,909.78 to United Methodist mission projects and missionary support through the UMC #GivingTuesday campaign. In terms of overall mission giving, the 2016 UMC #GivingTuesday result was almost twice that of any single day's non-GivingTuesday receipts of the past.

Specific projects have shared how their ministries were impacted through giving on UMC #GivingTuesday:

“Locals Empowered in Nicaragua to Be ‘Protagonists of Their Own Development’”

<http://www.umcmmission.org/Learn-About-Us/News-and-Stories/2016/January/0129qualityoflife>

“Access to Safe Water in Costa Rica”

<http://www.umcmmission.org/find-resources/newsletters/connectnmission/2016/cnm-june22>

“UMC Gifts Support Women’s Rights in Nicaragua”

<http://www.umcmmission.org/find-resources/newsletters/connectnmission/2016/cnm-july06>

“Summer Education Boosts Learning”

<http://www.umcmmission.org/find-resources/newsletters/connectnmission/2016/cnm-july21>

“Reaching Rural Communities in Mexico”

<http://www.umcmmission.org/find-resources/newsletters/connectnmission/2016/cnmaugust03>

Will gifts made on UMC #GivingTuesday be matched?

The Advance remains committed to sustaining a strong foundation that allows projects and missionaries to build relationships and empower ministries. In the past, we were fortunate to offer matching funds to motivate giving. This year, while matching funds will not be available, we remain confident that generous supporters will continue their commitment to vital ministries. To keep this momentum going, The Advance continues to allocate 100 percent of all giving to the designated project and missionary.