

# UMC #GIVINGTUESDAY™

## 2017 TOOLKIT FOR CHURCHES



### Prepare your church to:

### CONNECT YOUR PASSION WITH GOD'S MISSION

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

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

As a church, you are living out God’s mission each day through your faithful work. On UMC #GivingTuesday, your congregation and United Methodists around the globe have the opportunity to connect their passions with God’s mission to address the needs in the world today.

Through UMC #GivingTuesday, churches and conferences combine Advent and Christmas seasonal giving with global mission and outreach opportunities.

As a local church, you provide United Methodists and others with a way to build missional relationships through a channel they know and trust. Please use the following resources in ways that work for your church’s context. We would love

to hear about creative ways that 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 email [advance@umcmmission.org](mailto:advance@umcmmission.org).

### UMC #GIVINGTUESDAY FAQ

#### When is UMC #GivingTuesday this year?

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

#### 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 the 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. 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 UMC #GivingTuesday campaign. In terms of overall mission giving, the 2016 UMC #GivingTuesday result was almost twice that of any single day's non-Giving Tuesday 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.

## 9 WAYS YOUR CHURCH CAN GET INVOLVED:

1. Identify projects and/or missionaries that your congregation supports (or would be interested in supporting). Invite youth to research and present information about the importance of this mission focus.
2. Donate time, say a prayer, or create a non-financial way to support the missionary or project to supplement your financial gift.
3. Build teams to find creative ways to raise awareness and funds. Consider including other churches in your area. Once you've organized your team:

- Determine how you will raise funds and awareness.
- Run your campaign/make your promise.
- Give at <http://www.umcmmission.org/Give-to-Mission/Search-for-Projects> on Nov. 28.

4. Include banners and other promotion on your website and newsletters.
5. Insert a flier into your bulletin and integrate stories of Advance projects and missionaries into your sermons leading up to Nov. 28. Take time for a mission moment during Sunday worship. Give children boxes to collect money and get them excited about the project or missionary you are supporting.
6. Raise awareness about UMC #GivingTuesday through conference social media networks.
7. Share posts from UMCmission and help promote the campaign with messages such as:

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. Post a graphic from the Giving Tuesday webpage <http://www.umcmmission.org/giving-tuesday> and encourage people to upload a "selfless selfie" using one of the graphics.
9. Ask church members to make early Christmas gifts in honor of people on their Christmas list to a favorite Advance project or missionary on Nov. 28. Do they still want to present a wrapped gift? Suggest that they:
  - Accompany the notification with a token representation of the designated ministry: a framed map of the region, a water bottle for a water project, a hammer for a construction project, etc.

- Design or purchase a card that reflects the theme of the ministry or a photo of the missionary.
- Send an email like this one to all of your church members and friends:

*Dear Sisters and Brothers in Christ:*

*As we approach the holiday giving season, UMC #GivingTuesday is an opportunity to celebrate the spirit of cheerful Christian giving by making a donation through The Advance.*

*On Nov. 28, 2017, United Methodists once again are invited to extend the spirit of giving thanks into the Advent season by participating in UMC #GivingTuesday.*

*When you make an online donation on Nov. 28, you will "CONNECT YOUR PASSION WITH GOD'S MISSION."*

*Last year on UMC #GivingTuesday, United Methodists collectively raised nearly \$854,000 online through The Advance. As always, when you give through The Advance, 100 percent of your gift directly supports the ministry you designate; overhead costs are covered through other channels.*

*As you know, our church has a covenant relationship with these missionaries and/or supports these Advance projects:*

*[Missionary name/project name with link to Advance giving page]*

*Thank you so much for your faithful support in changing lives by making a generous gift on Nov. 28.*

*Grace and peace,*

*[Signed by Pastor or Mission Leader]*