

# UMC #GIVINGTUESDAY™

## 2017 TOOLKIT FOR ANNUAL CONFERENCES



**How will your annual conference turn passion 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.”

Together, as an annual conference, you can channel your passions to address the needs in the world today. You are vital to living out 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.

Through UMC #GivingTuesday, churches and conferences combine Advent and Christmas seasonal giving with global mission and outreach opportunities. As an annual conference, 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 conference’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@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 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-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.

### **10 WAYS YOUR ANNUAL CONFERENCE CAN GET INVOLVED:**

1. Ask district superintendents to show a video about UMC #GivingTuesday at district events.
2. Encourage districts/churches to engage in friendly competition with different awards (highest amount donated, most donations, most churches participating, etc.)
3. Consider matching gifts made from your conference to specific missionaries or projects that the conference has relationships with.
4. Include prominent ads on conference print and online publications. Banners and other resources are available for download on the

UMC #GivingTuesday webpage:  
<http://www.umcmmission.org/giving-tuesday>.

5. Post the UMC #GivingTuesday logo prominently on your conference's homepage with a list and description of which projects and missionaries are conference priorities.
6. Engage with youth pastors and local church mission leaders to strategize for UMC #GivingTuesday.
7. Raise awareness about UMC #GivingTuesday through conference social media networks. Share posts from UMCmission and help us 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 an "unselfie" using one of the graphics.
9. Ask church members and pastors to request that early Christmas gifts be made as an online donation in their name to their 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.

10. Send an email like this one to all of your local church leaders—especially mission leaders:

*Dear Friend,*

*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 help advance GOD'S MISSION.*

*Last year on UMC #GivingTuesday, United Methodists collectively raised more than \$850,000 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 conference 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 and for maximizing your impact by making a generous gift on Nov. 28!*

*Grace and peace,*

*[Signed by Conference Representative or Bishop]*