

UMC #GIVINGTUESDAY™

2017 TOOLKIT FOR ADVANCE PROJECTS



Dear Advance Project:

UMC #GIVINGTUESDAY 2017 TOOLKIT FOR ADVANCE PROJECTS

CONNECT YOUR PASSION WITH GOD'S MISSION

The UMC #GivingTuesday theme for 2017 is "CONNECT YOUR PASSION WITH GOD'S MISSION."

As part of The Advance, you are vital to the ministry of The United Methodist Church. Every day, you connect your passion with GOD'S MISSION 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 project supported through The Advance, you provide United Methodists and others with a way to build missional relationships through a channel they know and trust.

We are committed to supporting you through three phases of the UMC #GivingTuesday campaign.

1. Engage Your Supporters

Allow the work you do to inspire others to serve or give in their own, unique way. Use the time from Oct. 14 to Nov. 28 to be intentional in reaching out to individuals, churches, and teams that have a heart for your ministry.

- Encourage supporters to form teams of youth groups, members, friends, family, etc., to raise awareness and build excitement around your ministry and UMC #GivingTuesday.
- Do you have a large donor who supports your program annually? Ask if faithful churches, conferences, or individuals would be willing to leverage their gift by offering to match online gifts made through your Advance project on UMC #GivingTuesday.
- Make a short video to introduce your project and talk about your work.
- Include the UMC #GivingTuesday banner on your website, blog, newsletters, and Facebook page.
- Send postcards by mail or electronically with a photo of your project in action.
- Set up an online video chat to make a direct connection with supporters.
- Use social media to post regular reminders that UMC #GivingTuesday is Nov. 28. For example:

Connect Your Passion With GOD'S MISSION
UMC #GivingTuesday 11/28
[http://www.umcmmission.org/Give-to-Mission/
Search-for-Projects.](http://www.umcmmission.org/Give-to-Mission/Search-for-Projects)

Perfect antidote to overspending on #BlackFriday?
UMC #GivingTuesday is coming Nov. 28!
[http://www.umcmmission.org/Give-to-Mission/
Search-for-Projects.](http://www.umcmmission.org/Give-to-Mission/Search-for-Projects)

2. Show Your Appreciation

Gifts to mission transform the giver and the recipient. In the weeks following UMC #GivingTuesday, find creative ways to thank your donors.

- Ask someone from your project's community to write a thank-you message on a Christmas card.
- Regularly post stories/photos/quotes of individuals whose lives have been transformed.
- Share personal reflections about the work that is happening in your mission field.

3. Share Your Story

Love in action multiplies. Please share with us how UMC #GivingTuesday supports your work. We want to use these illustrations of life-transforming, world-changing ministry to encourage others to engage in mission.

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Now is the time to begin connecting with your donors to raise awareness about your ministry. Below is a sample message you can customize for your context.

Please let us know how we can support your UMC #GivingTuesday efforts. I look forward to learning about the creative ways that you participate in the campaign this year. We continue to hold you in prayer as you connect your passion with GOD'S MISSION.

Peace,

Russell Pierce, Director, The Advance

SAMPLE LETTER

Dear Friends:

Please mark your calendars! UMC #GivingTuesday is Nov. 28, 2017. Last year, thanks to the great generosity of our supporters, we raised just short of \$854,000 on UMC #GivingTuesday. These gifts allowed us to support missionaries and Advance projects.

*UMC #GivingTuesday is part of an international movement to extend the spirit of giving thanks into the Advent season. It offers an opportunity to start the holiday season with giving instead of getting by supporting organizations like **[your project name]** that connect our passions with GOD'S MISSION.*

As you know, 100 percent of all gifts made through The Advance directly support our work.

We hope you will join us in our UMC #GivingTuesday campaign by:

- *Organizing a team to join you in supporting vital mission work.*
- *Posting a web banner on your website or Facebook page.*
- *Providing matching funds on Nov. 28 to encourage others to support Advance # _____ **[link to your Advance Giving Page].***
- *Asking that Christmas gifts be made as a donation in your name to support our work with an early gift on Nov. 28.*

More resources are available at www.umcmmission.org/giving-tuesday. Thank you for putting love into action in ways that truly change lives!

*Blessings, **[your name]***

News on Donation Matches

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 your generous supporters will continue their commitment to your ministry. To keep this momentum going, The Advance continues to allocate 100 percent of all giving to the designated project and missionary.