Hello Leaders!

Daily, you hear about staggering numbers of people forcibly displaced from their homes due to disaster—war, persecution, or natural. Last year, 68.5 million men, women, and children around the world were faced with this kind of crisis and found themselves in need of relief efforts.¹

We are excited to partner with you as we bring compassion to those who are in need. After a disaster, the United Methodist Committee on Relief is ready to accompany communities in need over the long haul until a “new normal” is established after a crisis. Your generosity enables us to provide funds to partners to supply food, hygiene supplies, shelter, and other basic needs to ease human suffering. In the long-term, these communities are helped with recovery and reconstruction.

We wanted to make fundraising for your Advance projects as easy as possible for you! We’ve created this booklet just for you, with lots of fundraising tips, tricks, events ideas, and traditional event ideas. Any activity you choose will bring meaningful impact. Whether your church raises $100 through a lemonade stand, or $10,000 through a community-wide work-a-thon, you can celebrate the advancing of our mission worldwide.

We are confident that you’ll find this guide helpful and encouraging as you dive into helping those in need of relief efforts.

God bless you,

Russell Pierce
Director of The Advance

¹www.umcor.org
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Pre-Event Promotion Ideas

Make a statement about the need for disaster relief

- Line the walkways and public areas with something visual, like rubble to represent an earthquake, piles of lumber to represent new houses needed, blankets to represent the needs of refugees, etc. During your sermon and offering times, share facts and statistics about the project your team has selected to support.

- Line the areas of your entrance ways and several areas throughout the main lobbies with sandbags, explaining how these simple items can help people prepare for a natural disaster.

- Turn off the lights. After natural disasters or during wartime, electricity isn’t available. Do your service by candlelight and have your worship be unplugged, noting how a lack of electricity can lead to a lack of food, clean water, sanitation, and much, much more.

- Set up “kit” stations in the common areas. When someone makes a donation, they have the chance to assemble a kit (essential supplies like blankets, toothbrushes, combs, toothpaste, sanitary products, etc.) and add it to the surplus that will be sent to people in crisis.
Host a CAR WASH

Fundraising Goal

Using a “Clean Up!” theme, raise money by hand-washing cars. Consider selling other items like car fresheners or interior wipes to raise extra money. Find a location that has a large parking lot and is easily accessible from a main road or intersection. Don’t forget about water accessibility! Develop a system and wash well.

Fundraising Goal

- **Bottom line goal:** $5 per vehicle
- **Stretch goal:** $10 per vehicle
- **Aspirational goal:** $15 per vehicle

Number Of Volunteers Needed (14+)

- Choose a Core Team point-person, then think through roles, like:
  - **PLANNING:** (4) Core Team
  - **PREP:** (4) Core Team
    - (2) Creatives to make signs for community and wash area
    - (2) Purchase and set up snacks & drinks for volunteers
  - **DURING:**
    - (8) Two sets of wash and dry crews
    - (4) Traffic recruiters/directors
    - (2) Extra sales, snack area
  - **AFTER:** (4) Clean-up Crew
    - Bless your Core Team by planning on a separate crew to complete the final leg of this project

List of Materials

- Hose(s), buckets, sponges, approved soap, rags
- Drying racks for rags
Disaster Event IDEAS

- Decor: Balloons, information boards
- Signage: Posters highlighting project, others detailing suggested donation amount
- Merchandise for additional sales if applicable
- Edibles: Drinks and snacks for volunteers
- Disposables: Cups, napkins, plates, garbage bags
- Painter's tape to hang posters at facility (with permission)
- Donation containers and system at the facility (confirm that on-site donations will be allowed by your host)

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- How will we collect additional money? Make giving fast and easy!
  - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Hang posters in well-trafficked areas
- Place signage in wash area 2 days prior to event
- Engage offline and excite online
  - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
  NEED + SOLUTION + HOW YOU CAN HELP
- If desired, a technical volunteer can set up screens playing a compelling video and a photo slideshow of work being done to solve the crisis (or use pictures on posters)
Disaster Event IDEAS

After the Event

- Celebrate! A formal celebration isn’t always needed, but always find a way to build excitement, even at the end of an event!
  - Gather Core Team and volunteers during the event for a photograph. Share pictures on social media!
  - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
  - Personally thank all volunteers while they serve
  - Send an email or thank-you card to volunteers
  - Consider sending photos and a brief summary to The Advance staff at info@umcmission.org
  - Publicly thank all volunteers and supporters
    - Say thanks and tag people on social media
    - Announce your thanks during worship or another large group gathering
GAME NIGHT

Provide community members a chance to come together and rally after a disaster, even if it’s a crisis 2,000 miles away. Host a game night for families, charging admission and an entry fee per game.

Fundraising Goal

- **Bottom line goal:** $10 per attendee
- **Stretch goal:** $15 per attendee
- **Aspirational goal:** $20 per attendee

Number Of Volunteers Needed (8+)

- Choose a Core Team point-person, then think through roles, like:
  - PLANNING: (4) Core Team
  - PREP: (4) Core Team (2) Prepare food or solicit food donations
  - (4) Game procurement (2) Creatives for signs (6) Set up and decorate space
- **DURING:**
  - (4) Core Team to facilitate games, collect donations, etc.
  - (2) Greeters, hosts (2-4) Kitchen workers
- **AFTER:** (4) Clean-up Crew
  - Bless your Core Team by planning on a separate crew to complete the final leg of this project.

List of Materials

- Games! Procure games for all ages, including young children
- Edibles: Drinks, appetizers, snacks
- Disposables: Cups, napkins, plates, bowls, utensils, garbage bags
• Decor: Tablecloths, balloons, information boards
• Signage: Posters highlighting project, detailing donation information

Things to consider or plan
• Budget
• Recruiting volunteers
• Asking people to pray for the event
• How will we collect additional money? Make giving fast and easy!
  • Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
• Raising awareness
• Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion
• Hang posters in well-trafficked areas
• Engage offline and excite online
  • Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    • Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event
• Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
  NEED + SOLUTION + HOW YOU CAN HELP
• This is a great opportunity for a technical volunteer to set up screens playing a compelling video and a photo slideshow of work being done to solve the crisis (or use pictures on posters)

After the Event
• Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
  • Gather Core Team and volunteers during the event for a photograph. Share pictures on social media!
  • Announce giving statistics and share financial reports to encourage others to participate
Disaster Event IDEAS

• Give thanks
  • Personally thank all volunteers while they serve
  • Send an email or thank-you card to volunteers
  • Consider sending photos and a brief summary to The Advance staff at info@umcmission.org
  • Publicly thank all volunteers and supporters
    • Say thanks and tag people on social media
    • Announce your thanks during worship or another large group gathering
    • Announce your thanks through a church newsletter or social media page
• Meet with Core Team to debrief
Old-Fashioned “LEMON-AID” STAND

Educate others and raise money for your chosen Advance project or missionary by selling lemonade, water, and other goodies.

Fundraising Goal

- Bottom line goal: $3 per customer
- Stretch goal: $5 per customer
- Aspirational goal: $10 per customer

Number Of Volunteers Needed (4+)

- After you have chosen the point-person for the Core Team, think through the list of roles. Consider everyone who might be involved, from planning to set-up to clean-up. For example:
  - PLANNING: (4) Core Team
  - PREP: (4) Core Team (5) Bake Treats (2) Creatives for signs
  - DURING: (2) From Core Team (3) Run stand
  - AFTER: (3) Clean-up Crew
    - The same 4 people could fill all roles and execute this fundraiser, but why not share the fun with others?

List of Materials

- Edibles: Lemonade, water, baked goods
- Disposables: Cups, napkins, plates, paper towel, ingredients card
- Stand: Tables, tablecloths
Traditional Event IDEAS

• Decor: Balloons, information boards
• Signage: Posters
• Donation container and system
• Optional: Stock an art station to let the kids decorate their own paper cups.

Things to consider or plan

• Budget
• Recruiting volunteers
• Asking people to pray for the event
• How will we collect money? Make giving fast and easy!
  • Sunday morning offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
• Raising awareness
• Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

• Make announcements during worship services
• Hang posters in well-trafficked areas
• Engage offline and excite online
  • Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event.
    • Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

• Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
  NEED + SOLUTION + HOW YOU CAN HELP
• If desired, a technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters).
• Consider stickers for cups
After the Event

- Celebrate! A formal celebration isn’t always needed, but always find a way to build excitement, even at the end of an event!
  - Gather the Core Team and volunteers in front of the Lemon-Aid Stand for a photograph; hold a sign with amount donated
  - Share pictures on social media!
  - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
  - Personally thank all volunteers while they serve
  - Send an email or thank-you card to volunteers
  - Publicly thank all volunteers and supporters
    - Say thanks and tag people on social media
    - Announce your thanks during worship or another large group gathering
    - Announce your thanks through a church newsletter or social media page
- Consider sending photos and a brief summary to The Advance staff at info@umcmission.org
Host a WORK-A-THON

Fundraising Goal

Bottom line goal: $50 per participant

Stretch goal: $75 per participant

Aspirational goal: $100 per participant

Number Of Volunteers Needed (8+)

- Think through the list of roles. For example:
  - PLANNING & PREP: (3) Core Team
  - DURING: (8) Volunteers for every site, includes lead person
  - AFTER: (1 per project) Ask a volunteer to plan to bring yard clippings or other waste material to the appropriate facility

List of Materials (depending on nature of service projects)

- Provided by participants: Personal outdoor work clothes, work boots, bagged lunches and drinks
- Cleaning Supplies: Disposable and reusable gloves, paper towel, buckets and rags, cleaning solution, leaf and garbage bags
- Tools: Rakes, shovels
- Optional: Lawn mowers, leaf blowers and small hardware might be useful

Teams complete community-based service projects and raise money through pledges. Prior to the event, participants reach out to their supporters and ask for commitments or donations.
Traditional Event IDEAS

Things to consider or plan

- Budget
- Supplies
- Recruiting volunteers
- Asking people to pray for the event
- Deciding how to collect pledges and donations
  - Make giving fast and easy
    - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion *(depending on nature of service projects)*

- Hang posters in well-trafficked areas
- Engage offline and excite online
  - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    - Emails, social media, bulletin announcements, posters, direct mail, phone calls

After the Event

- Celebrate! Since work groups might finish their day in different spots, keep the initial celebration small. Take photos of the team and their work, and pray a blessing over the work site.
  - Gather the Core Team and volunteers in front of the project for a photograph; hold a sign with amount donated
  - Share pictures on social media!
  - Announce giving statistics and share financial reports to encourage others to participate
- Give thanks
  - Personally thank all volunteers while they serve, and later with an email or a card
  - Consider sending photos and a brief summary to the The Advance staff at info@umcmission.org
Traditional Event IDEAS

- Publicly thank all volunteers and supporters
  - Say thanks and tag people on social media
  - Announce your thanks during worship or another large group gathering
  - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief
Change for CHANGE

Fundraising Goal

**Bottom line goal:** $5 per participant

**Stretch goal:** $10 per participant

**Aspirational goal:** $15 per participant

Raise funds by collecting loose change in clean, large jugs placed in gathering spaces throughout the church building.

**Number Of Volunteers Needed (3+)**

- Consider everyone who might be involved. For example:
  - **PLANNING:** (3) Core Team
  - **PREP:** (3) Core Team, including at least (2) creatives for signs
  - **DURING:** (3) Core Team on rotation, manning donation jugs and answering questions
  - **AFTER:** (2) Clean-up Crew
    - Request a small crew to gather, count and deposit money, and recycle jugs
  - The same 3 people could fill all roles and execute this fundraiser, but why not share the fun with others?

**List of Materials (depending on nature of service projects)**

- Jugs: Large jugs for collection, small jugs for event promotion
- Decor: Balloon on every donation jug for visibility
- Signage: Posters to promote and educate
Traditional Event IDEAS

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- Requesting people donate pre-rolled coins to save on time and to make counting easier
- What if people want to donate even more? Make giving fast and easy!
  - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Hang posters in well-trafficked areas
- Engage offline and excite online
  - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
  **NEED + SOLUTION + HOW YOU CAN HELP**
- If desired, a technical volunteer can set up screens in common areas playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters)

After the Event

- Celebrate! A formal celebration isn't always needed, but always find a way to build excitement, even at the end of an event!
  - Gather the Core Team and volunteers in front of the Change For Change jugs for a photograph; hold a sign with amount donated.
  - Share pictures on social media!
  - Announce giving statistics and share financial reports to encourage others to participate
Traditional Event IDEAS

- Give thanks
  - Personally thank all volunteers while they serve, and later with an email or a card
  - Consider sending photos and a brief summary to
  - The Advance staff at info@umcmission.org
  - Publicly thank all volunteers and supporters
    - Say thanks and tag people on social media
    - Announce your thanks during worship or another large group gathering
    - Announce your thanks through a church newsletter or social media page
- Meet with Core Team to debrief
Gather friends for a sporting event to raise money in creative ways. Try suggesting an entry fee, or collecting donations for drinks and babysitting.

**Sporting Event PARTY**

**Fundraising Goal**

- **Bottom line goal:** $10 per attendee
- **Stretch goal:** $15 per attendee
- **Aspirational goal:** $20 per attendee

**Number Of Volunteers Needed (13+)**

- Choose a Core Team point-person, then think through roles, like:
  - **PLANNING:** (4) Core Team
  - **PREP:** (4) Core Team (6) Make and donate food
  - (2) Creatives for signs (6) Set up and decorate space
  - **DURING:**
    - (4) Core Team to facilitate games, collect donations, etc.
    - (2) Greeters, hosts (2) Kitchen helpers
    - (4) Qualified childcare workers (adults and youth)
    - (1) Technical volunteer to run the TV or projector
  - **AFTER:** (4) Clean-up Crew
    - Bless your Core Team by planning on a separate crew to complete the final leg of this project
Traditional Event IDEAS

List of Materials (depending on nature of service projects)

- TV or screen to watch sporting event
- Edibles: Drinks, appetizers, snacks on tables
- Disposables: cups, napkins, plates, bowls, utensils, garbage bags
- Decor: Tablecloths, balloons, information boards
- Signage: Posters highlighting project
- Donation containers and system
- Optional: Stock an art station to let the kids decorate their own paper cups

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- How will we collect money?
- Raising awareness
  - Promotional Materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Bulletin inserts and party invitations
- Hang posters in well-trafficked areas
- Engage offline and excite online
  - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Raise extra funds during the party with the following activities:
  - Fill-up donations: Every time a guest refills their glass, a donation is suggested
  - Babysitting services: Offer help from qualified caregivers in exchange for a suggested per-hour donation
- Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
Traditional Event IDEAS

NEED + SOLUTION + HOW YOU CAN HELP

• If desired, the technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters)

After the Event

• Celebrate! A formal celebration isn’t always needed, but always find a way to build excitement, even at the end of an event!
  • Gather Core Team and volunteers during the event for a photograph. Share pictures on social media!
  • Announce giving statistics and share financial reports to encourage others to participate
• Give thanks
  • Personally thank all volunteers while they serve
  • Send an email or thank-you card to volunteers
  • Consider sending photos and a brief summary to
  • The Advance staff at info@umcmission.org
  • Publicly thank all volunteers and supporters
    • Say thanks and tag people on social media
    • Announce your thanks during worship or another large group gathering
    • Announce your thanks through a church newsletter or social media page
• Meet with Core Team to debrief
**Traditional Event Ideas**

### Chili COOK-OFF

**Fundraising Goal**

- **Bottom line goal:** $10 per participant
- **Stretch goal:** $20 per participant
- **Aspirational goal:** $30 per participant

**Number Of Volunteers Needed (20)**

- Consider everyone who might be involved. For example:
  - **PLANNING:** (4) Core Team
  - **PREP:** (4) Core Team (2) Creatives for signs (6) Set up and decorate space, run extension cords
    - *Check with building committee for details on usage*
  - **DURING:**
    - (4) Core Team to facilitate, collect donations, etc.
    - (2) Greeters, hosts (2) Kitchen helpers
  - **AFTER:** (4) Clean-up Crew
    - Bless your Core Team by planning on a separate crew to complete the final leg of this project

**List of Materials**

- Participants provide a chili-filled crockpot and completed recipe cards
- Edibles: Drinks, chili garnishes and dessert

*Raise money through donations with a cook’s entrance fee, a taster’s fee, donations for beverages and even recipe cards! Educate attendees with compelling visuals about the vital ministry work that is taking place thanks to your chosen Advance project or missionary.*
Traditional Event IDEAS

• Disposables: Cups, napkins, utensils, bowls, paper towels, garbage bags
• Set-up: Several tables near outlets for chili, tables and chairs for dining, extension cords, vote-casting cards on each table
• Decor: Tablecloths, balloons, information boards
• Signage: Posters highlighting project
• Donation containers and system

Things to consider or plan

• Budget
• Recruiting volunteers
• Asking people to pray for the event
• How will we collect additional money? Make giving fast and easy!
  • Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
• Raising awareness
• Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

• Bulletin inserts and party invitations
• Hang posters in well-trafficked areas
• Engage offline and excite online
  • Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    • Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

• Raise extra funds during the party with the following activities:
  • Fill-up donations: Donations for drink refills
  • Offer chili recipe cards provided by participant for a donation
• Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
Traditional Event IDEAS

NEED + SOLUTION + HOW YOU CAN HELP

• If desired, a technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary (or use pictures on posters)

After the Event

• Celebrate!
  • Gather the Core Team and volunteers during the event for a photograph; hold a sign with amount donated
  • Share pictures on social media!
  • Announce giving statistics and share financial reports to encourage others to participate
• Give thanks
  • Personally thank all volunteers while they serve
  • Send an email or thank-you card to volunteers
  • Consider sending photos and a brief summary to The Advance staff at info@umcmision.org
  • Publicly thank all volunteers and supporters
    • Say thanks and tag people on social media
    • Announce your thanks during worship or another large group gathering
    • Announce your thanks through a church newsletter or social media page
• Meet with Core Team to debrief
Fundraising Goal

- **Bottom line goal:** $15 per patron
- **Stretch goal:** $20 per patron
- **Aspirational goal:** $30 per patron

**Number Of Volunteers Needed (2)**

- Even though this low-key event could be done by one volunteer, we recommend always planning with at least one partner. Consider everyone who might be involved:
  - **PREP:**
    - (2) Core Team
    - (2) Creatives for signs

**List of Materials**

- Signage: Posters highlighting project both in the church as you promote the night, and at the facility on Spirit Night
- Painter’s tape to hang posters at facility (with permission)
- Donation containers and system at the facility (confirm that on-site donations will be allowed by your host)

*Spirit Nights are great fundraisers if you have minimal time or manpower for planning. For a designated night, local businesses will donate a percentage of their sales to a specified charity. You promote patronage at the restaurant or local business, and they donate to your chosen Advance project or missionary.*
Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- Discussing how much the host/vendor will donate (usually a percentage of each sale when the customer mentions your church’s/project’s name)
- Discussing how the vendor will donate the money after the event to ensure they have any required documentation on hand
- How will we collect additional money? Make giving fast and easy!
  - Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
- Raising awareness
- Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

- Bulletin inserts and Spirit Night invitations
- Hang posters in well-trafficked areas
- Engage offline and excite online
  - Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    - Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

- Make informative signs about your chosen Advance project or missionary to display at the facility (ask permission, and bring painter’s tape!).
- The best signs communicate:
  NEED + SOLUTION + HOW YOU CAN HELP
Traditional Event IDEAS

After the Event

• Celebrate! A formal celebration isn’t always needed, but always find a way to build excitement, even at the end of an event!
  • Gather the Core Team and volunteers in front of the facility and hold a sign with amount raised
  • Celebrate virtually by spreading the word about attendance and money raised
• Give thanks
  • Personally thank restaurant staff, patrons and any volunteers
  • Publicly thank all volunteers and supporters
    • Announce your thanks during worship or another large group gathering
    • Announce your thanks through a church newsletter or social media page
  • Consider sending photos and a brief summary to The Advance staff at info@umcmission.org
• Meet with Core Team to debrief
Traditional Event IDEAS

Pick an ENVELOPE

Fundraising Goal

- **Bottom line goal:** $325 (envelopes 1-25)
- **Stretch goal:** $1,275 (envelopes 1-50)
- **Aspirational goal:** $5,050 (all envelopes!)

Find a visible, high-traffic spot to create an “envelope wall.” The board contains information and inspiration on your chosen Advance project or missionary, as well as envelopes labeled with predetermined amounts of money. If you number all the envelopes between 1 and 100, you could end up with $5,050!

Number Of Volunteers Needed (3)

- Consider everyone who might be involved. For example:
  - **PLANNING:** (3) Core Team
  - **PREP:** (3) Core Team to create envelopes, wall, signs, and plan communications
  - **DURING:** (3) Core Team rotating to check donation containers
  - **AFTER:** (1) Money manager
- Note: One person could fill all roles and execute this fundraiser, but why not share the fun with others?

List of Materials

- Envelopes with numbers displayed
- Decorated envelope wall, optional balloons to draw attention
- Envelope donation container and system
- Signage: Other posters with an explanation of the fundraiser and directing people to grab an envelope
Traditional Event IDEAS

Things to consider or plan

• Budget
• Recruiting volunteers
• Asking people to pray for the event
• How will we collect additional money? Make giving fast and easy!
  • Sunday offerings, giving stations, online giving, give by text, give through links posted on social media and printed materials
• Raising awareness
• Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

• Hang posters in well-trafficked areas
• Engage offline and excite online
  • Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    • Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

• Make informative signs for high-traffic areas about your chosen Advance project or missionary. The best signs communicate:
  NEED + SOLUTION + HOW YOU CAN HELP
• If desired, a technical volunteer can set up screens playing a compelling video and photo slideshow of work being done by your chosen project or missionary in a common area (or use pictures on posters)

After the Event

• Celebrate! A formal celebration isn’t always needed, but always find a way to build excitement, even at the end of an event!
  • Gather the Core Team and volunteers in front of the now-empty wall; take a photo holding a sign with amount donated
Traditional Event IDEAS

- Give thanks
  - Personally thank all volunteers while they serve, and later with an email or a card
  - Consider sending photos and a brief summary to The Advance staff at info@umcmission.org
  - Publicly thank all volunteers and supporters
    - Say thanks and tag people on social media
    - Announce your thanks on during worship or another large group gathering
    - Announce your thanks through a church newsletter or social media page
  - Meet with Core Team to debrief
Daily INDULGENCE DROP

Fundraising Goal

- **Bottom line goal:** $5 per participant
- **Stretch goal:** $10 per participant
- **Aspirational goal:** $20 per participant

Challenge your congregation to go one week without that one beverage or sweet treat they indulge in on a daily basis: coffee, tea, soda, chocolate. Ask them to set that money aside as a donation to The Advance project or missionary of your choosing.

Number Of Volunteers Needed (2)

- Even though this low-key event could be done by one volunteer, we recommend planning with at least one partner. For example:
  - PREP: (2) Core Team to communicate and create signs

List of Materials

- Signage: Posters highlighting the project and the indulgence drop challenge
- Labeled donation containers

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
Traditional Event IDEAS

• Raising awareness
• Promotional materials (signs, announcements, bulletin inserts, etc.)

Pre-Event Promotion

• Bulletin inserts
• Hang posters in well-trafficked areas
• Engage offline and excite online
  • Utilize every communication channel you have to promote and build excitement about your fundraising campaign or event:
    • Emails, social media, bulletin announcements, posters, direct mail, phone calls

Promotion During the Event

• Plan daily reminders and encouragement for participants via email or social media

After the Event

• Celebrate! A formal celebration isn’t always needed, but always find a way to build excitement, even at the end of an event!
  • Celebrate virtually by spreading the word about participation and money raised
• Give thanks
  • Personally thank volunteers
  • Publicly thank all volunteers and supporters
    • Announce your thanks during worship or another large group gathering
    • Announce your thanks through a church newsletter or social media page
  • Consider sending photos and a brief summary to The Advance staff at info@umcmission.org
• Meet with Core Team to debrief
TIPS & TRICKS
A checklist for getting started.

To maximize success, follow these steps when promoting any event:

• Form a committee and choose an Advance project or missionary you feel led to support and an event you would like to host
• Contact United Methodist churches (local or otherwise) and the annual conference office to find out if they are interested in clustering with your church to plan and execute an event, particularly if it’s large-scale
• Set a time, date, and location for the event. Carefully choose dates that do not interfere with other pre-planned events in your community or church
• Set a fundraising goal:
  • Set a general, realistic expectation of donation per individual
    • Consider how many people you expect will participate
      In a church of 150, expect half to participate. So, consider setting a goal per congregant.
      Ex: $5 per congregant = (150/2) *5= $375 Fundraising goal total
  • Set three goals
    • Bottom line
    • Stretch
    • Aspirational
  • When you are close to meeting the next goal, be vocal, set a challenge and encourage everyone to stretch a little farther
• Detail fundraising opportunities for this particular event. Avenues to consider:
  • Ticket sales
  • Silent auction
  • Merchandise sales. Create branded merchandise (featuring your group/church logo, sponsors’ logos, project or missionary name, Advance number and mission statement) that can be used for any events raising money for this project or missionary
  • Sponsors (see below)
• Find sponsors for the event, particularly if it’s large-scale. When they make a donation, you offer free advertising on your promotional materials. You can sell advertisements, too. Be sure to fully vet your sponsors, as their name will appear alongside yours and reflect on your organization
• Create an event-planning timeline with details on strategies, functions, deadlines, and regular meetings
• Discuss the schedule of the event day and volunteer training logistics if necessary
• Educate whenever and wherever you can. Take the chance to post attractive visuals with facts and information to fully educate participants on your chosen Advance project or missionary
• Generate a list of needs. Assign tasks and add them to the timeline. Consider the following, particularly if your event includes 100+ individuals:
  • The number of volunteers needed: Overestimate! You want your volunteers to enjoy themselves
  • Marketing/media
  • Space and setup needs
  • Transportation and/or parking
  • Training
  • Approvals/permits
  • Building or project materials
  • Health needs, including port-a-potties, first aid kits, etc. for large-scale or outdoor events
  • Food and drinks for the day
  • Childcare, if any
  • Insurance rider for the occasion
• Promote your event! Using all available channels, clearly and concisely communicate:
  • The Advance project or missionary for which you’re raising funds. Provide a short, compelling statistic to appeal to donors
  • Communicate how everyone can easily help with this project
  • (by attending the event)
  • Event details
  • Honor your vetted sponsor(s)
• Discuss celebration details and how you will close the event. **Schedule a clean-up crew**, ideally separate from the other volunteers. Consider including a time of reflection or celebration, and also a time to gather “what we’d do better” information to help with the next time
• Promote the event! Have each church announce their participation in their Sunday services, Sunday school classes, bulletins, social media posts and newsletters asking people to sign up as volunteers. Provide a place at each church for people to register on paper as well
• Hold your event!
• Celebrate and debrief
• Report to and thank your sponsors
• **ANNOUNCE YOUR DONATIONS!** Be sure to announce the achievement of your goal or celebrate the donations received
Get to know all of The Advance programs and projects by visiting www.umcmission.org.