



THE ADVANCE: TALKING POINTS for your DISASTER RELIEF CAMPAIGN

*How To Talk About Your Disaster Relief
Fundraising Campaign*



The Advance

Global Ministries | The United Methodist Church

www.umcmission.org/DisasterRelief





Now that you've decided to create a campaign to raise funds or have decided to throw a fundraising event, it's time to speak intentionally, with clarity, and with a lot of heart.

We've put together some talking points for you to use as a guideline as you build momentum for your disaster relief fundraising campaign or event.

Always start with the WHY

Using stunning visuals and compelling statistics, let the information speak for itself, and create an awareness of the need your campaign addresses.

- Every two seconds, someone is forcibly displaced from their home due to war, persecution or natural disaster.¹

1. UN Refugee Agency



Share Statistics and Figures

Facts and figures help people understand the “why.” Use the facts and stats below, or download the flashcards and social media cards available in the Disaster Relief Advance Download Kit (www.umcmmission.org/DisasterRelief).

68.5 MILLION

By the end of the year, 68.5 million individuals were forcibly displaced worldwide as a result of persecution, conflict, or generalized violence. As a result, the world’s forcibly displaced population remained yet again at a record high.¹

25.8 MILLION

25.8 million people were affected by hurricanes Harvey, Irma and Maria.²

1. UN Refugee Agency

2. www.fema.gov

Talk about the impact of United Methodist Connectional Giving

The United Methodist Church is making a tremendous difference in the world. Help inspire your congregation towards generosity by sharing how much of a difference we are making together.

The United Methodist Church is making a difference across the world. We are 12.5 million members strong in 36 countries. Last year, we raised over \$140M to help the world—in North America and beyond.

During the 2018 annual spring board meeting, the Global Ministries board of directors approved more than \$46 million to be awarded in disaster relief recovery, global health projects, and sustainable development.

The United Committee on Relief (UMCOR) is the humanitarian relief and development arm of the UMC. In 2017 alone, they:

- Responded to 20 different disasters.
- Worked with 25 different partners to implement relief programs¹

In keeping with our Methodist founder, John Wesley, no one is exempt from the commandment to love God and your neighbor and to give as an expression of that love.

When we give, we put ourselves, as well as our means—our money—to work for God's mission, and together recognize our gifts as an expression of love for others.

Let's give as a church—together, we do more!

¹ www.umcor.org

Be clear about the vision

Clearly and concisely explain how your disaster relief campaign(s) will help people in need in the United States and beyond. Announce the goal, the timeline, and every effort you're putting forth. This is a crucial step once you've found the project you want to support. We've included examples below.

Project: Disaster Case Management

United Methodist Committee on Relief (UMCOR)

Location: US

Advance #901670

Goal: \$5,000,000

Disaster case managers give new meaning to “early in, last out.”

UMCOR is known for its relief efforts, but what's even more impacting is the difference they make in the lives of survivors. UMCOR-trained case managers transform broken lives. Here are some examples:

- 30 UMCOR-trained disaster case managers identified and assessed unmet needs for 900 households in Puerto Rico recovering from Hurricane Maria.*
- Eighteen case managers worked with the Florida Annual Conference to reach 3,900 households recovering from Hurricane Irma, with additional case managers working with 500 people who were displaced from Puerto Rico during Hurricane Maria.*

- *Seven disaster case managers served with the Louisiana Annual Conference to address the unmet needs of survivors recovering from Hurricane Harvey and 2016 flooding. In a combined effort, these case managers will work with at least 1,000 survivors.*

100% of the donations made to UMCOR go to relief efforts.

Project: Church World Service, Blankets and Tools

Location: Global

Advance #982810

Goal: 475,370.00

This project provides resources to the congregations to support disaster response and rights-based community development projects in communities around the world.

In October 2018, a 5.9-magnitude earthquake hit the Northwest department of Haiti, killing 17 and injuring hundreds, leaving more than 7,000 families in need of humanitarian assistance. The UMC partnered with Church World Service (CWS), who has a long track record building structures that can withstand natural disasters.

The Haitian government and other agencies coordinated the short-term relief efforts, and the project allows CWS and its partners to focus on school and house construction to benefit the most vulnerable members of the community: children attending destroyed public schools and rural families in extreme poverty that lost their homes.

CWS requested \$475,370 to build 60 houses for the most vulnerable families, plus one public school with six classrooms. This will directly benefit an estimated 600 people.

Project: Aids Orphans and Community Health, Maua Hospital

Location: Maua Methodist Hospital in Kenya, Africa

Advance #140161

Goal: \$210,000

Maua Methodist Hospital is an agency of the Methodist Church of Kenya and serves as a regional medical center in the Maua area.

Serving a population of over 450,000 persons—including 110,000 children—the Methodist hospital provides general medical services including maternity, surgery, dental and optical. The hospital also offers palliative care, operates a clinic at Ndoleli, and supervises emergency food relief. Additionally, it oversees an Early Childhood Development program based at a local public school which provides a good start to AIDS orphans who live in the area.

Through support of this project, AIDS orphans will be provided with outpatient medical care, ARVs, NHIF coverage, education, food security and shelter, where needed. This will give them the chance to survive into adulthood with an opportunity for employment and self-sufficiency.

Encourage your group to pick one of the items listed in the project budget, and raise that amount! Donors are inspired and encouraged when they can envision their impact.

Supplies for students: \$1,000.00

Stationary and cards: \$2,000

Guardians' Support Groups: \$2,000

Christmas & Easter AIDS Orphans/Guardians Support Events: \$3,000

Child protection workshops: \$5,000

If everyone in a congregation of 200 people raised or donated just \$10, that would cover the cost of stationary and cards! Or help the orphans and their guardians attend holiday support events for only \$15 per person (based on 200 donors).

Choose your project today, and give your people the opportunity to participate in these missions. **Every offering matters.**

Together, we can make a difference!

Let's Go!

Gather a team today and start. Begin small, with a shorter campaign, or with a simple event from the Disaster Fundraising Guide. Be sure to assess what works as you go so you can utilize it next time. And don't forget to celebrate!

Visit www.umcmission.org/DisasterRelief for more free resources and information about our disaster relief initiatives.

