Hello Leaders!

We are excited to join together to bring hope to the people of Cambodia.

Cambodia is a country rich in biodiversity. It is home to the third-largest dry evergreen forest in Southeast Asia with 2,300 plant species, 14 endangered animals, and one of seven elephant corridors left in the world.

Nearly 40 percent of Cambodia’s land is protected. However, illegal timber harvesting and wildlife poaching remain serious threats to preserving Cambodia’s precious natural resources.

Since 2000, Cambodia has made remarkable improvements in its health outcomes, from significantly raising life expectancy, to reducing child mortality by more than half. Although malnourishment has also dropped considerably, one-fifth of Cambodians are still food deprived.

80 percent of Cambodians live in rural areas, and 65 percent rely on agriculture, fisheries, and forestry for their livelihoods. In Cambodia, agriculture has the potential of being an engine for economic growth and food security in Cambodia.¹

Through successful partner initiatives, generous gifts like yours are impacting the farmers in Cambodia (and subsequently, the people!). In over 70 Methodist churches, more than 100 rice banks have been installed, improving food security and resources. Let’s continue working together to establish farm animal-raising groups, constructing latrines and providing medical care.²

Together, we do more.

We wanted to make fundraising for your Advance projects as easy as possible! 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.

As you roll up your sleeves and start your fundraising activities for the people of Cambodia, we hope you’ll find this guide helpful and inspiring.

God bless you,

Russell Pierce
Director of The Advance

¹www.umcmission.org
²www.umcmission.org
Pre-Event PROMOTION IDEAS

Make a statement about the need for help in Cambodia

- Line the walkways and public areas with containers of rice that are \( \frac{1}{4} \) full, a visual reminder of life in Cambodia. Most citizens in Cambodia are dependent on rice farming, but for a variety of reasons, are able to produce only a quarter of what neighboring countries yield.

- Visually demonstrate “1 in 4” in common areas: 28% of Cambodian children are underweight.
  
  - Using the number of students in the group or congregation, explain how many would fall under this statistic. If all youth are present, have this number come up front or step forward.

  - Place groups of four balloons (three are one color, one is an alternate color) in common areas and the sanctuary, and on stage.

- In common areas, stack items that are coveted by children in Cambodia, but used daily by children in the states: bibles, band-aids, and bottles of water. Many street children in Cambodia are relocated by the government to areas where they lack spiritual support, medical assistance, and clean water.
In light of ministries to Cambodian children like Street Children Ministries, celebrate kids by giving them a fun and supervised day out! We suggest a morning or mid-day event any time of year, but during the holidays would make it most desirable for families.

**Fundraising Goal**

- **Bottom line goal:** $5 per hour, per child
- **Stretch goal:** $10 per hour, per child
- **Aspirational goal:** $15 per hour, per child

**Number Of Volunteers Needed (14+)**

- Choose a Core Team point-person, then think through roles, like:
  - **PLANNING:** (4) Core Team to determine schedule and activities
  - **PREP:** (4) Core Team (2) Game planning (2) Creative activities
    - (2) Prepare snacks and drinks (check allergies!)
    - (2) Creatives for sign creation (6) Set up and decorate space
  - **DURING:**
    - (4) Core Team to facilitate games, collect donations, etc.
    - (2) Greeters, hosts (2) Kitchen helpers
    - (8) Qualified childcare workers (adults and youth)
  - **AFTER:** (4) Clean-up Crew
    - Bless your Core Team by planning on a separate crew to complete the final leg of this project
Cambodia Event Ideas

List of Materials

- Games: large and small motor games
- Art activities and necessary materials
- Book or age-appropriate lesson(s)
- Edibles: Drinks, snacks
- Disposables: Cups, napkins, plates, bowls, utensils, garbage bags
- Decor: Tablecloths, balloons, information boards
- Signage: Posters highlighting project in common areas and at entry, since adults are the likely donors
- Donation containers and system

Things to consider or plan

- What age kids will this event serve? All ages, or potty-trained? Plan accordingly, and follow approved ratios and caregiver ages that are used during a church service
- Decide on a schedule. Plan activities in 15-minute increments, like:
  - Welcome games, story time (or Saint Nick visits), snacks, crafts, etc.
  - Don’t forget to make time for physical games or outdoor play
- 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 area two 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)

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! Be careful not to use pictures of children in promotional material unless approved by parents
  
  • 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
Khmer-Cuisine WEEK

Challenge your congregation for one week to eat only the primary diet of a Cambodian individual: fish, rice, and vegetables. Participants will be saving money on groceries, so encourage everyone to set aside a designated amount per person to donate to the Advance project, such as $5 a day. As you spend the week focused on the Cambodian people, draw attention to the critical importance of these Khmer-cuisine elements to the communities in Cambodia.

Fundraising Goal

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

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 challenge
- Labeled donation containers

Things to consider or plan

- Budget
- Recruiting volunteers
- Asking people to pray for the event
- 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
- Share facts and stories about Cambodian farmers and families

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
Old-Fashioned “LEMON-AID” STAND

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
- Decor: Balloons, information boards
- Signage: Posters

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

Fundraising Goal

Bottom line goal: $5 per participant

Stretch goal: $10 per participant

Aspirational goal: $20 per participant

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

Raise funds by collecting loose change in clean, large jugs placed in gathering spaces throughout the church building.
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
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:
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
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
- 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
Traditional Event **IDEAS**

- 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:
  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@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
**Spirit NIGHT**

**Fundraising Goal**

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

**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)
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
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@umcmision.org
- Meet with Core Team to debrief
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!)

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
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
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