

FIVE EASY WAYS to Promote **MISSION** and **SERVICE**

The United Church of Canada
L'Église Unie du Canada



1. KNOW THE MESSAGE

Mission and Service is...

how we join together to share what we can
with people and places that need it most.

The three goals of Mission and Service are

**TO HELP TRANSFORM
LIVES**

**INSPIRE MEANING
AND PURPOSE**

**BUILD A BETTER
WORLD**





How do we help transform lives through Mission and Service?

Locally, we help people in need by supporting homeless shelters, food banks, soup kitchens, and refugee programs. We reach out to young people through camping and campus ministries. We care for people who are sick or at the end of life by supporting addiction, mental health, and counselling services as well as hospice care.

Globally, we help people access clean water, food, and medical care. We support skills training and economic development. We help with peace-making and sustainable agriculture efforts. We provide disaster relief and advocate for the rights of those who all too often don't get a say, like children and migrant workers.

How does Mission and Service help inspire people to live with meaning and purpose?

We give opportunities for people to grow spiritually in all kinds of amazing ways.

Locally, we support theological schools, education/retreat centres, and events that promote spiritual development and personal reflection. We help create and sustain new and innovative ministries and help communities of faith that are remote or in need.

Globally, we support theological schools and church organizations that change lives by offering practical training in vital areas of need like agriculture and health.

When we help transform lives and inspire people to live with meaning and purpose, we build a better world.

2. INSPIRE!

because people give more generously when they are inspired. Make an emotional connection!



Invite enthusiastic Mission and Service supporters to share their “Why I give to Mission and Service” story.

Lead by example—tell people why you support Mission and Service. Tell your story during a service and in other communication channels like newsletters, websites, social media, and so on.

Share Mission and Service stories.

Mission and Service stories are real-life stories of how your gifts are making a difference right now. Ensure a Mission and Service story or video is shared often. A picture is worth a thousand words, so show the photo that accompanies each story. Find Mission and Service stories and photos on united-church.ca.

Show Mission and Service videos.

Videos give first-hand experience of amazing transformations in people’s lives thanks to Mission and Service. Check out Mission and Service playlists at youtube.com/@UnitedChurchCda. You can also download MP4 versions for use offline.

Let us know which stories inspired you and your congregation. Drop us a line or give us a call. We’d love to hear what inspired you.

3. INVITE!

because now more than ever people want to be part of the solution, and when we invite people to donate we give them that opportunity. Church people really do want to make a difference! Studies show that people are most generous when they are invited to give. When you invite, be authentic, clear, and direct.



Be intentional. By inviting members of your church to make a thoughtful, meaningful gift to Mission and Service, you are helping them connect faith and action and inviting them to join in the life-changing work of our church.

Be authentic. Are you the analytic type? Maybe it feels most authentic to you to share the amazing numbers of lives touched through Mission and Service. Are you the expressive type? Perhaps it is most authentic to tell a personal story of a changed life.

Be clear and direct. Invite people to join you “in supporting people in need and programs that transform lives (by giving through PAR or weekly) because....” Use an example that is meaningful for you.

Make it easy. Have materials (like envelopes, PAR forms, links to online donation pages) ready so that when you invite people to give, they can respond easily. Remember that people can give online through united-church.ca/donate anytime. In fact, there are multiple opportunities to give: envelope giving, PAR, online, e-transfer, post-dated cheques, and so on. Let people know that to make the level of gift they want, they may find it easier to give on a monthly basis.

Where does the money go, and why is giving to Mission and Service critical? Get answers and find resources to help you invite people to give at united-church.ca.

4. THANK!

because saying thank you is good discipleship. Thanking people for their gift to the congregation and to Mission and Service will increase generosity. People need to know their gift will make a difference and is appreciated. Say thank you often and in many ways.



Be timely. It is best to thank someone as soon as possible after receiving the gift. Establish a timely standard for saying thanks.

Consider the format. How you express gratitude can range from a blanket “thank you” in the bulletin to the most appropriate person (minister, Mission and Service leader) using the most appropriate method (handwritten note, telephone call, or over coffee) to say thanks. Be sure to share your pastoral charge’s latest certificate of thanks and letter that we mailed to you. Hang them in a prominent position and call them to people’s attention during a service.

Offer thanks that is personal and sincere.

Rather than offer a general thank you, acknowledge the gift explicitly. What exactly was it given for? If there is anything you can say about the impact of the gift, say that too.

5. Please Transfer Your Gifts Right Away so They Can Make a Difference Right Now

Ensure that Mission and Service gifts are transferred regularly so they can make a difference as quickly as they are received. Your church’s gifts for Mission and Service can be remitted by cheque in the mail, pre-authorized remittance (PAR), or bank transfer. The transfer form is customized for each pastoral charge. To request your copy or make transfer arrangements, contact us at 1-800-465-3771 and ask for PAR staff.

AN EASY MISSION AND SERVICE SUNDAY PLAN

Julie Cashin-Oster/FOOTPRINTS 4 Autism

STEP 1. SHARE the Mission and Service message.

STEP 2. INSPIRE! Show a Mission and Service video or read a Mission and Service story.

STEP 3. INVITE! Encourage people to give generously to help transform lives.

STEP 4. THANK! Express gratitude for generosity.

WE'RE HERE TO HELP!

Learn more about what your generosity through Mission and Service supports and why it matters at united-church.ca; search “connect with Mission and Service.” There, you’ll find all of the Mission and Service resources, including impact stories, photos, videos, reports, and newsletters.

If you prefer paper copy materials at no cost:

E-mail ms@united-church.ca

Call us at 1-800-465-3771

Or tear this off and mail to:

Mission and Service, The United Church of Canada
3250 Bloor St. West, Suite 200, Toronto, ON M8X 2Y4

I would like print material # of copies: _____
to help me invite people to
give to Mission and Service.

I would like more copies # of copies: _____
of this guide.

I would like print material # of copies: _____
to help me support
congregational giving.

Your name and role in faith community: _____

Community of faith: _____

Mailing address: _____

E-mail: _____ Phone: _____

Your e-mail (if different from above): _____



The United Church of Canada
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Contact Us!

We'd be happy to help you promote Mission and Service!
Reach out to

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