



MISSION & SERVICE

Mission & Service Enthusiast Ministry Position Description

Mission & Service Enthusiasts ensure that the Mission & Service of The United Church of Canada is a part of the life of their community of faith by

- ✓ falling in love with God's mission and the United Church response through Mission & Service
- ✓ working with other leaders in their community of faith on a lively Mission & Service giving program
- ✓ **inspiring, inviting, and enabling** every person in their community of faith to make a meaningful annual gift for Mission & Service and **thanking** them for doing so

Wondering what to do?

1. Believe fully in the Mission & Service of The United Church of Canada.

- ✓ Be able to share in a few words why Mission & Service is important to you, our church, and your faith.
- ✓ Practise gratitude.

2. Get started: gather a small team and the facts and materials.

- ✓ Mission & Service Enthusiast: leads the charge with inspiring stories
- ✓ Minister: gives the leadership message and theology, as well as testimony of impact across the church
- ✓ Treasurer: provides the facts on giving progress and manages gifts and receipts
- ✓ Enthused donor, new member, or youth: gives testimonials of the impact on their life
- ✓ Team leader: may be any one of the above; leads the plan and supports the team
- ✓ Gather the materials about Mission & Service that you and the team will need.
- ✓ Work with the treasurer to get the facts on the last three years of giving: number of donors, average gift, percent participation, giving through PAR, total (see *Year Book* or Mission & Service covenant form).
- ✓ Compare your giving trends with presbytery, Conference, and Canada-wide giving (*Year Book* or Mission & Service giving report at www.stewardshiptoolkit.ca).

3. Set your goals and objectives: what to accomplish this year and how to measure success.

Across Canada only 42 percent of the people who give to their local community of faith also give for Mission & Service. How will your team add new Mission & Service givers?

- ✓ Focus on more donors? Make sure **everyone** is inspired, invited, and thanked.

- ✓ Focus on average gift? Tell stories of larger gifts—provide ideas, and use PAR.
- ✓ Focus on timing? Do a one-month program in the fall, from start to finish in four Sundays.
- ✓ Discern your Mission & Service giving goal for next year. It is mailed to you in November for return in February.
- ✓ Create a plan for your Mission & Service giving program throughout the year.

4. Inspire: make an emotional connection with every person, from the pulpit to committees.

- ✓ Mission & Service changes lives here, across Canada, and around the world.
- ✓ Use *Mission & Service at a Glance*, *Minutes for Mission*, and articles from *Mandate* to tell the story.

5. Invite: clearly and compellingly invite every person.

- ✓ Regularly throughout the year and during a focused one-month period, tell the stories and invite people to make a meaningful gift for Mission & Service.
- ✓ Use response forms, Mission & Service envelopes, or other methods appropriate for your community of faith.
- ✓ Display the thermometer poster to encourage and track your success.
- ✓ Ensure that Mission & Service gifts from your community of faith are transferred regularly.

6. Thank: say thank you to the whole community of faith, to every family, and to every individual.

- ✓ Thank everyone sincerely and often.
- ✓ Give special thanks by sending cards or making phone calls to special and new givers.
- ✓ Share the certificate of thanksgiving sent to your community of faith.

7. Wrap up: evaluate and celebrate results based on initial objectives.

- ✓ Summarize what was learned that can be improved for next year.
- ✓ Share and celebrate the learnings and the giving with the whole community of faith.

Questions, ideas, new contact information—we want to hear it all!

- ✓ Let us know you are the Mission & Service Enthusiast for your community of faith.
- ✓ Subscribe to the monthly *Philanthropy E-news*: www.united-church.ca/newsletters.
- ✓ Follow us at www.facebook.com/GodsMissionOurGifts.
- ✓ Participate in webinars through www.united-in-learning.com.
- ✓ Contribute ideas and stories for future Mission & Service resources.
- ✓ E-mail us: ms@united-church.ca.
- ✓ Phone us: 1-800-268-3781 or 416-231-7680, ext. 3050.
- ✓ Order Mission & Service resources through www.ucrdstore.ca.
- ✓ Check www.united-church.ca for Mission & Service information.
- ✓ Check www.stewardshiptoolkit.ca for Mission & Service and stewardship information.

Thank you for your vital ministry as Mission & Service Enthusiast for your community of faith!