

Appeal for Funds

Better Known as The Sermon on The Amount

"When I grow up, I want to be a philanthropist!"

His mother replied, "Why Johnny, that's wonderful."

"Yeah," Johnny responded, "they all seem to have a lot of money."

We think of a philanthropist as someone, like Bill Gates, who donates big sums of money, yet the word literally means "love of mankind." All of us are capable of being philanthropists. (Edward Lindsay)

Why do people give? Charity is as old as civilization. Civilization survives today by us helping one another. John Wesley said we should "make all you can, save all you can and give all you can."

But, why do we give?

In the 21st century, donors want to know that their donation or investment has been spent to help others. Have your donors accepted God's vision of ministry? What will it take for you to be happy with the financial support of your ministry?

2 Corinthians 9:6 says, "Whoever sows sparingly will reap sparingly, and whoever sows generously will also reap generously."

But, why do we give?

Are you asking your donors to focus on their personal relationship with God, the source of all blessings? Deuteronomy 16:17 says, "Every man shall give as he is able, according to the blessing of the Lord, thy God, which He hath given thee."

But, why do we give?

I give because God loves me and I see God at work in the ministry we are helping to fund. Because God has blessed me, He has asked me to use these resources given to me for ministry among the people (James 1:27).

We as a civilization want to help those less fortunate than ourselves. Often, the donor who least can afford it will give the most. Why? Because that donor remembers what want is and what need is. Donors need to know that their money is going to benefit someone. If the donation supports a bricks-and-mortar campaign to build a new addition, then that building addition will benefit someone. It is not about bricks and concrete; it is about direct benefits to help each other.

That is why we give.

Fund raising sometimes stresses the donor's obligation to become a partner with God in funding His ministry. As God's children, we are responding out of our caring for the ministry of Christ among us. Fund raising is a process to raise funds, not a reason for raising funds. Fund raising sets the dollar goals. It is an emotional response to someone asking for donations. When asked why one gave a donation, the most common response is, "I gave because someone asked me." If done, right, fund raising matches God's vision for your church and your donor's personal values with the ministry. Funding ministry asks and answers the question: "What happens in people's lives because this church is involved in this ministry?"

—Tom Livers CFRE, Director of Development,
Foundation for United Methodist Communications

Religion Communications Scholarship/Fellowship Opportunities:

United Methodist Communications offers scholarship and fellowship opportunities to strengthen the study and practice of religion communications. The Stoodly-West Fellowship is a \$6,000 award for students in their post-graduate study at an accredited U.S. college or university who intend on pursuing a career in religion journalism. The \$2,500 Leonard M. Perryman Communications Scholarship is awarded to racial ethnic minority junior or senior undergraduate students pursuing a degree in religion journalism/mass communications.

To be qualified you must be United Methodist and meet all other criteria. Application deadline is March 15.

For more information:
Download application forms online at www.crt.umc.org
E-mail scholarships@umcom.org
Call (888) 278-4862

United Methodist Communications

United Methodist Communications works with radio, television, video, CD, print, and religious and secular media to share stories of hope, and to preach the Gospel to a world in need. The Foundation for United Methodist Communications is here to help seek and provide much-needed financial support.

The Foundation for United Methodist Communications is a vehicle through which persons who want their faith stories told can join together to communicate the life-giving Message. When you give to the Foundation, you strengthen the ability of The United Methodist Church to communicate the Gospel to the world through the various media. Your gifts allow United Methodist Communications to increase to a higher level of communications, thus maximizing the impact of the Message by reaching people whom we would not have been able to reach before because of budget limitations. We invite you to explore the important work being done to inform, inspire and engage people throughout the world: Visit us at www.umcom.org/foundation.

Your contribution to the Foundation will help United Methodist Communications provide a persistent voice of hope—a vision for living—to the world. Join us—as a believer, as a donor that, with God, all things are possible. †



Resources for Church Leaders



MINISTRY TOOLS & TIPS

Inform. Inspire. Engage.



United Methodist
communications

It Is Time To Move

Be Radical! "Share Your Gifts"

You may have heard recently about a book that many church leaders are studying. *Five Practices of Fruitful Congregations*, by Bishop Robert Schnase, Missouri Conference, details practices considered by many to be critical to congregational success. Described as keys to "health, vitality and fruitfulness," these practices are:

- Radical Hospitality
- Passionate Worship
- Intentional Faith Development
- Risk-Taking Mission and Service
- Extravagant Generosity

Several conferences and thousands of churches have turned to Igniting Ministry, the denomination's Advertising and Welcoming Ministry at United Methodist Communications, for tips and tools to implement "Radical Hospitality."

Through the language of television, United Methodist Communications offers messages with the identity promise of "Open hearts. Open minds. Open doors." In addition to these public invitations, the ministry also encourages churches to embrace a lifestyle of intentional welcoming of all people. To begin working on a more welcoming lifestyle in your congregation, we encourage you to participate in the September emphasis on "The Gift" television message and United Methodist "Open House" activities.



We hope that you will support this effort in these ways:

1. Plan a special "Open House" activity during September. Igniting Ministry encourages all churches to get ready for guests and to be intentional about welcoming newcomers each September. Have a picnic or concert on the church lawn. Hold a community clean-up day and invite the neighborhood to help you. Remember to include events for teens and adults. Be creative! Look for more "Open House" ideas at IgnitingMinistry.org.
2. Invite friends, relatives, associates, and neighbors to worship and other church activities during September. The national message of "The Gift" also has many advertising, invitation and worship materials to use at your church. Explore and download these free resources at the Igniting Ministry Media Warehouse (MediaWarehouse.org).
3. Track the number of first-time guests that come to your church during August, September and October. Ask how they found your church, and learn which of your church's efforts influenced their attendance at your worship service or youth group. Think of ways your church can share its gifts with these guests and encourage their involvement in community service activities with your church. Download the special "Gift" door hanger at Media Warehouse that serves as a survey of community needs.
4. Work toward becoming a Certified Welcoming Congregation. More than 720 churches around the country have attained this status. By focusing on important welcoming activities, such as improving church signage, having a welcome center and training the congregation to practice "Radical Hospitality," many churches have seen tremendous growth—in spiritual fruitfulness and also in people attending the church. Get started by downloading the certification checklist at IgnitingMinistry.org.

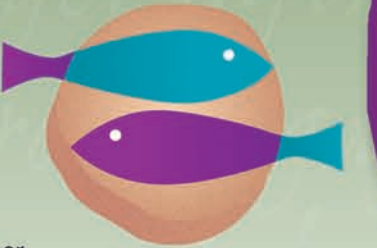
Thanks for sharing in this ministry partnership at the national and local level of the denomination. If you have questions, feel free to contact Igniting Ministry at (877) 281-6535 or visit IgnitingMinistry.org. †

—Emily Reece, Program and Training Director for Igniting Ministry, United Methodist Communications

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Inform. Inspire. Engage.

Do You Know Where Your Money Goes?



Not long ago I overheard two fellow church members talking. One said to the other, "Do you know where our money goes? Sometimes I think our tithes vanish into thin air."

This is a question that baffles many church members. Do you know how to respond to similar inquiries? If not, the answers are just a click away!

The Connectional Giving destination of The United Methodist Church, www.umcgiving.org, has been completely redesigned, updated with new information and populated with several new features. Some of the new features include:

- Information tailored to your church role: We recognize that not every person requires the same information. Therefore, on the new www.umcgiving.org Web site, there are audience-specific sections that have customized information. Sections featuring frequently asked questions, giving information and presentation materials are designed to meet the individual needs of Church Members, Clergy, Church Staff, Conference Leaders and Local Church Leaders.
- Videos: New videos pertaining to the Special Sundays and apportioned funds are now available online for use in worship or group study settings.
- Photo Gallery: By popular request, a photo gallery featuring photos portraying mission opportunities are now available for church and annual conference. We request that credit be given to the photographers upon use.
- Search feature: Using Google search capabilities, www.umcgiving.org now has an efficient search feature that scours the site to locate Mission Moments and More, giving stories, audio files and videos.

You'll still find your favorite resources, including Mission Moments and More as well as the Connectional Giving PowerPoint presentation. In addition, we have added many new giving stories to inspire your congregation.

Please take a moment and visit or revisit www.umcgiving.org. You'll be surprised at how much you can learn about giving in The United Methodist Church.

We hope you'll become a regular visitor! New information is continually added to the site. Look for our blog on connectional giving coming this summer and more interactive features coming this fall.

(I did turn around and had a nice chat with the ladies about "where their money goes.") †

—Tracy Wood, Web Coordinator, Connectional Giving Team, United Methodist Communications

Three Helpful Advertising Tips:

1. Place newspaper ads in the entertainment section—not the religion section.
2. Use radio advertising with billboards for maximum effect, as drivers see and hear your message.
3. Apply for a dollar-for-dollar Matching Grant through Igniting Ministry and double your buying power.