



# MISSION & SERVICE

## Your Annual Plan for Inspiring, Inviting, and Thanking

### What is Mission & Service?

Mission & Service, the unified annual fund, is the compassionate response by the people of The United Church of Canada to God's call to mission and healing for the world.

Together, the people of the United Church live out God's mission through our local communities of faith and through our giving for Mission & Service. We have more impact together than we ever could alone. We offer hope, build community, and express compassion for the world through Mission & Service. It is our heart and soul.

### What is the main focus of a Mission & Service giving program?

Our giving for Mission & Service changes lives. Our main task is to **inspire, invite, and enable** every person in our communities of faith to make a meaningful annual gift for Mission & Service and to **thank** them for doing so. Giving for Mission & Service is part of our stewardship journey.

### What about my local church?

Our local community of faith is where we worship, do local mission, and offer pastoral care. Our communities of faith are also part of the wider United Church of Canada. What we do together is greater than what we are able to accomplish alone.

Ministers, worshippers, and lay leaders confirmed this idea in a recent research question.

Overwhelmingly they said that stewardship in the United Church can only be practised by supporting *BOTH* the local church *AND* Mission & Service. It is important that each of the people in the Mission & Service leadership team speaks passionately about supporting *BOTH* our local church *AND* Mission & Service.

New this year is a congregational giving program,

*Called to Be the Church.* The program was mailed to every community of faith in May 2016 and is available online at [stewardshiptoolkit.ca](http://stewardshiptoolkit.ca).

### What is a Mission & Service leadership team?

The Mission & Service Enthusiast is part of a constellation of people supporting a strong connection with the United Church's Mission & Service ministry.

Who is part of the team? It depends on the community of faith but can include your Mission & Service Enthusiast, your minister, a UCW member, a member of the Stewardship Committee, and others. Choose someone to lead the team and coordinate the plan.

### What is the national goal?

Our goal is to increase participation in Mission & Service giving across the church. With 42 percent of people across the church who give to their local church also giving to Mission & Service, we see great potential to increase the number of givers. Think what we could do if each community of faith increased the number of additional givers.

# The three tasks of a Mission & Service giving program are to INSPIRE, INVITE, and THANK

## Tools for **INSPIRING** people to give to Mission & Service

We all need to be inspired, invited, and motivated to give. What we say about Mission & Service is key to motivating people. Find out what people across the church are saying about Mission & Service by checking out the “Why I Give” Mission & Service testimonials at [www.stewardshiptoolkit.ca](http://www.stewardshiptoolkit.ca).

What is your compelling Mission & Service message? What are the three points you would want to share?

Here is a start—add your own story and illustrations, add stories from *Minutes for Mission*, or add information from the *Mission & Service at a Glance* brochure:

### Mission & Service is

- the heart and soul of this United Church of ours
- The United Church of Canada’s compassionate response to God’s call to mission
- the hope-filled mission and ministry of all the people of The United Church of Canada
- our gifts for the healing of the world
- God’s Mission, Our Gifts
- our response to God’s call to be the Church:  
to celebrate God’s presence,  
to live with respect in Creation,  
to love and serve others,  
to seek justice and resist evil,  
to proclaim Jesus, crucified and risen,  
our judge and our hope  
—from A New Creed
- part of the stewardship journey: planting seeds of faith and growing generous hearts
- how we contribute to ministries and programs in our region, across Canada, and around the world
- how we show compassion, build community, and offer hope (Kennon Callahan, *Twelve Keys to an Effective Church*)

- **Minutes for Mission** is an annual collection of stories and prayers, with accompanying photos and videos available online, for use every Sunday in worship, in the bulletin, on your church’s website, as part of the opening to a meeting, for Sunday school, and for personal reflection.
- The Mission & Service August special issue of **Mandate** magazine is filled with program and worship ideas and stories of how our gifts for Mission & Service bring hope, healing, and justice.
- **Mission & Service at a Glance** is a narrative budget filled with pictures and information in many forms: a brochure, a slide presentation, image files, and a bulletin insert.
- Our websites are filled with stories, worship ideas, prayers, and workshops for inspiring people about Mission & Service: [www.stewardshiptoolkit.ca](http://www.stewardshiptoolkit.ca) and [www.united-church.ca](http://www.united-church.ca).

## Tools for **INVITING** people to give for Mission & Service

How do we invite people to support Mission & Service? How do we invite people to make a meaningful gift for Mission & Service and renew that each year? How do we invite people to support both the local community of faith AND Mission & Service as part of their stewardship journey, as a regular part of their life of faith?

This can be challenging. Our culture discourages us from asking for things, especially money—even when it is for something we believe in and care about. However, we also know that when we ask from the heart, people—especially people of faith—respond. Here are three things to keep in mind.

# The three tasks of a Mission & Service giving program are to **INSPIRE, INVITE, and THANK**

## 1. Be authentic

If you invite in the most comfortable way for you, then you are much more likely to be successful.

The Asking Matters website identifies three “types” and what works most authentically for each:

- If you’re the **analytic** type, you’ll want to tell people about the quantitative outcomes accomplished through Mission & Service.
- If you’re the **intuitive** type with a soft heart, you’ll ask for donations by talking about the lives that are changed. You’ll want to tell the stories that move your heart.
- Even if you’re the **shy** type, you can be an exceptional asker. All you need to do is tell the donor why you care and ask them if they care too.

—[www.askingmatters.com/how-to-ask-for-donations](http://www.askingmatters.com/how-to-ask-for-donations)

## 2. Lead by example

“Join me in supporting Mission & Service because *(use an example that is meaningful for you)*.”

“I support Mission & Service *(giving through PAR, or weekly...)* because...”

## 3. Make it easy for people to respond

Have the envelopes, PAR forms, and other materials ready.

### Sample ways of inviting

The Mission & Service of this United Church of ours is a profound and tangible expression of our faith across Canada and around the world. It is our heart and soul.

#### Bulletin insert: sample text

*Our Mission & Service is hope and love in action. Just as Jesus called his followers to a way of compassion and transformation in his time, as Jesus’ followers today, we too are called to the same mission. By making Mission & Service a part*

*of our giving, we are each answering God’s call for us to mend the world.*

Please take time to familiarize yourself with our vital work by exploring [www.stewardshiptoolkit.ca/mission-service](http://www.stewardshiptoolkit.ca/mission-service). Read *Mission & Service at a Glance* to see where the money goes and what it funds.

If you gave to Mission & Service last year, thank you. I am inviting you to please give again now. Take a moment to imagine how much can be done with your generous gift.

If you did not give to Mission & Service last year, please start right now. Make this the year that you make giving to Mission & Service a regular part of your life of faith.

Once you have made your gift, please take a moment to encourage another person in your community of faith to make their gift. If they don’t know where their gift goes or how it is used, show them. Share your own story of why you support Mission & Service. Invite them to join you in giving, and please—say thank you.

#### Invitation to give: sample script

*Our Mission & Service is hope and love in action. Just as Jesus called his followers to a way of compassion and transformation in his time, as Jesus’ followers today, we too are called to the same mission. By making Mission & Service a part of our giving, we are each answering God’s call for us to mend the world.*

I invite you today to join me in giving generously for Mission & Service. I give to Mission & Service because *(in 30 seconds or less tell the story of why Mission & Service is important to you and why you give)*.

If you gave to Mission & Service last year, thank you. Your giving made a difference in people’s lives. I am inviting you to please give again now. Take a moment to imagine how much can be done with your generous gift.

If you did not give to Mission & Service last year, please start right now. Make this the year you make giving to Mission & Service a regular part of your life of faith.

# The three tasks of a Mission & Service giving program are to **INSPIRE, INVITE, and THANK**

Thank you for joining me and for sharing your gifts with our neighbours as Jesus calls us to do. Thank you for giving generously for Mission & Service.

## **Using video to invite people to give to Mission & Service**

Objective: to have the video seen by as many people in your community of faith as possible and for there to be a ready mechanism for making a gift for Mission & Service.

We have created videos to inspire and ask people to give for Mission & Service. The videos can be used in a variety of ways. Giving program videos are available at [www.stewardshiptoolkit.ca](http://www.stewardshiptoolkit.ca).

The videos can be used during worship, meetings, or programs. Here are some tips.

### *Before showing the video*

Decide: Select a Mission & Service video. Confirm the details with the person running the video and sound.

Set up: Minimize technical challenges; test things out ahead of time. Video is best shown on a large TV or projector screen.

Materials and resources: Distribute *Mission & Service at a Glance*, a response card, and an envelope to each person.

### *Introducing the video*

Open with prayer: recite A New Creed or share a prayer from a Mission & Service-themed worship service or *Gathering*.

Declare: "I am here to invite your support for Mission & Service."

Personal testimony: "I am excited to show you this Mission & Service message because..."

"I am an enthusiastic supporter of Mission & Service because..."

*Play the video for your riveted audience.*

### *Following the video*

Review: Bring people's attention to *Mission & Service at Glance* and any other specific

information you may have on local Mission & Service-funded ministry making a difference close to home.

Ask: "Please make an intentional gift to Mission & Service, and make it a regular part of your life of faith. Take the next few minutes to consider your response."

Respond: While people respond, play quiet music for five minutes. Repeat the video without sound so the images return to people's minds.

Thank: Collect the response cards or envelopes. Share a prayer of thanksgiving.

- Check out the **six easy steps** for planning your Mission & Service giving program (page 6).
- The **Mission & Service goal-setting** form helps with discerning annual Mission & Service giving goals.
- **Response cards and envelopes** enable people to make their commitment and make it real.
- **Pulpit announcements and invitations before offering** are ways to invite in worship time.
- **Annual appeal letter to the congregation** is a way to invite people to support *BOTH* the local church *AND* Mission & Service.
- **Special events** raise awareness, build community, and enable people to determine their pledge or give an additional gift: dinners, sales, concerts, and art shows.
- **Share** the "Why I give" stories from people across the church.

# The three tasks of a Mission & Service giving program are to **INSPIRE, INVITE, and THANK**

## Tools for **THANKING** people for giving to Mission & Service

We are people who understand deeply the power of gratitude. We gather, worship, and pray our thanks daily and weekly. Making it an explicit habit in our community of faith is very important. There are three things to keep in mind when thanking:

### 1. What you say

Acknowledge the gift explicitly: what exactly was given, and for what? If there is anything you can say about the impact of the gift, say that too. Be sincere and authentic. We can all tell when a thank you is insincere and offhand. What is the best we can offer?

### 2. How you say it

How you express gratitude can range from a blanket “thank you” in the Sunday bulletin to the most appropriate person (minister, Mission & Service Enthusiast, or another) using the most appropriate method (handwritten note, telephone call, or over coffee).

### 3. When you say it

It is usually best to thank someone as soon as possible after receiving the gift. Establish a standard of, say, within seven days of receiving the gift that everyone involved will use as a clear goal.

- Share your **certificate of thanksgiving** and letter mailed in March.
- Share the message of thanksgiving published in **The Observer** every spring.
- Write a thank you to each giver, and use **Mission & Service return address labels** or **God’s Mission, Our Gifts envelope stickers**.
- Give **United Church crest lapel pins** as a thank you for special gifts for Mission & Service.



### Where do I send my questions or ideas?

Cheryl Curtis  
Manager, Mission & Service Giving  
1-800-268-3781 or  
416-231-7680, ext. 3096  
ms@united-church.ca

### Where do we send our Mission & Service gifts?

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

### Where do we find resources and ideas online?

[www.stewardshiptoolkit.ca](http://www.stewardshiptoolkit.ca)  
[www.united-church.ca](http://www.united-church.ca)

# Mission & Service Annual Giving Program Outline

Create a Mission & Service Annual Giving Program plan for your congregation in six easy steps:

## 1 **Gather your team:** a small team to lead the plan and the giving program.

- Minister: gives leadership message and theology, as well as testimony of impact across the Conference
- Mission & Service Enthusiast: leads the charge with stories of what a difference our giving makes
- Treasurer: provides the facts on giving program progress and manages gifts and receipts
- Enthusiastic donor, new member, or youth: gives testimonials of the impact on their life
- Team leader: may be any of the above, and leads the plan and supports the team

## 2 **Set your objectives and goals:** what to accomplish this year and how to measure success.

Giving to Mission & Service is slowly declining without a strong push to add more givers. How will your team add Mission & Service givers with the **Each One, Ask One** program?

- Focusing on more donors? Make sure everyone is inspired, asked, and thanked.
- Focusing on average gift? Tell stories of larger gifts: provide ideas and use PAR.
- Focusing on timing? Do a one-month program in the fall, from start to finish in four Sundays.
- Gather the facts and materials about Mission & Service 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, and total (from the *Year Book*).
- Compare your giving trends with presbytery, Conference, and Canada-wide giving (from the *Year Book*).

## 3 **INSPIRE:** make an emotional connection with every person, from the pulpit to the committee.

- Mission & Service is the heart and soul of this United Church of ours.
- Mission & Service changes lives here, across Canada, and around the world.

## 4 **INVITE:** clearly and compellingly “invite” every person.

- Regularly throughout the year and during a focused one-month period, tell the stories and show the videos and photos.
- Follow up with every family and every person with an envelope to be returned.

## 5 **THANK:** say thank you to the whole congregation, to every family, and to every individual.

- Thank everyone sincerely and often.
- Give special thanks: send cards or make phone calls to special and new givers.

## 6 **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.



More resources and ideas for your program are on the Stewardship Toolkit.

# Mission & Service ideas through the year

## January–March

- Work with readers to share the new *Minutes for Mission* stories to inspire and to ask.
- Finalize all Mission & Service giving from the previous year and transfer gifts to the United Church.
- Review how your church's gifts for Mission & Service are sent to the United Church. Consider monthly giving through PAR.
- Send thank-you letters to all Mission & Service givers.
- Discern your Mission & Service goals for the year: number of givers, average gift, and total giving from the community.
- Take that commitment to the annual meeting for approval.
- Include a message of thanks in your annual report.
- Ask for time on the annual meeting agenda to share from *Mission & Service at a Glance*.
- Complete your Mission & Service goals for the year: online, by e-mail, or by mail.
- Evaluate and celebrate your Mission & Service plan from last year.
- Plan your Mission & Service program for the year, including how to regularly communicate with the congregation.
- Identify a team leader for the Mission & Service team.
- Determine the high-profile Mission & Service period each year.

- Determine when and how pledges for Mission & Service will be invited.
- Determine a Lenten focus for learning more about a Mission & Service ministry, program, or partner.

## April–June

- Share the certificate of thanksgiving in worship, on a display board, on your website, or on Facebook.
- Share the message of thanksgiving published in *The Observer*.
- Explore *Minutes for Mission* videos in worship, Sunday school, UCW, and study groups.
- Plan a tour of local Mission & Service ministries.
- Hold a Mission & Service Sunday.
- Invite children and youth to make a presentation.
- Host a special event to raise awareness.
- Hold a session with newcomers to the church.

## July–September

- Get your Mission & Service team ready for the fall program.
- Read your giving program materials.
- View the new video at [www.stewardshiptoolkit.ca](http://www.stewardshiptoolkit.ca).
- Review *Minutes for Mission* videos and stories for the fall.

- Select bulletin inserts and prepare pulpit announcements for the fall high-profile period.
- Invite speakers for the high-profile period.

## October–December

- Hold a high-profile Mission & Service period over four Sundays.
- Wrap up your program by the first Sunday of Advent.
- Keep the thermometer poster up to date.
- Review giving and goals for the year.
- Make special requests to anyone who might give an extra gift.
- Goal-setting materials arrive: review the numbers and begin to discern next year's goals.
- Review your plan for wrapping up Mission & Service giving and sending in final gifts for the year.

## December

- Celebrate all the Mission & Service giving.
- Use the Advent candle-lighting liturgy each week with a Minute for Mission.
- Distribute the *Gifts with Vision* giving catalogue.
- Invite people to use *Gifts with Vision* for their Christmas and other gift-giving.
- Invite the Sunday school to make a gift to the world: pick a gift and raise an equal amount for the *Gifts with Vision* gift and for Mission & Service.

# A worksheet for use with Your Mission & Service Annual Plan for Inspiring, Inviting, and Thanking

The Mission & Service of the church is a profound and tangible expression of our faith.

Our Mission & Service is hope and love expressed in action. By making Mission & Service a regular part of our life of faith, we are each answering God's call to mend the world.

## 1. GATHER YOUR TEAM

a small team to lead the plan and the giving program

A. SKILLS WE NEED on the team:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

B. SOME PEOPLE TO APPROACH about this leadership role:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

C. WHERE/TO WHOM the team will report:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## 2. SET YOUR OBJECTIVES AND GOALS

what to accomplish this year—gathering the facts and materials

### A. WHAT MATERIALS WE NEED:

For inspiring

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

For inviting

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

For thanking

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### B. QUESTIONS we have:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### C. TOTAL GIVING TREND

Review your numbers: your giving history, number of people giving to the local church and for Mission & Service. With this data, you can make plans to increase in as many areas as possible, including the number of givers.

To calculate your Mission & Service numbers, you will need to know:

- the total amount given for Mission & Service last year by your pastoral charge
- the total number of givers in your pastoral charge for all the church's work
- the total number of Mission & Service givers in your pastoral charge

See your Mission & Service Reference Sheet for these numbers and your giving history. Request a reference sheet at [ms@united-church.ca](mailto:ms@united-church.ca).

Information required for setting your goals for the year	Your data from last year (see your completed Information and Statistics form or the United Church Year Book)	Set your target for this year
Total number of givers in your pastoral charge for all the church's ministry	Line 18 from Information and Statistics form	
Total number of givers for Mission & Service	Line 19 from Information and Statistics form	
Total amount given for Mission & Service	Line 36 and line 37 from Information and Statistics form	
Per capita gift	Divide total gifts for M&S (lines 36 and 37) by the number of total givers in your pastoral charge (line 18)	
Average Mission & Service gift	Divide total gifts for M&S (lines 36 and 37) by the number of M&S givers in your pastoral charge (line 19)	

Number of people giving to our local church: \_\_\_\_\_

Number of people giving to Mission & Service: \_\_\_\_\_

Number of people who are on PAR: \_\_\_\_\_

Average size of gift for Mission & Service: \_\_\_\_\_

Other data we need: \_\_\_\_\_

**D. OUR GOAL: the big thing we want to achieve together:**

---



---



---



---

**E. OUR OBJECTIVES:** specific things we want to do to achieve our goal. Check all that apply, and add specific details and examples.

- to pray about mission and for our Mission & Service partners
- to ensure that everyone knows what Mission & Service is and what we fund through it
- to include Mission & Service in the invitation and offertory prayers
- to preach about Mission & Service
- to speak about Mission & Service giving as a stewardship practice alongside supporting our local church
- to tell the story of Mission & Service on our website
- to invite every person in our church to make giving for Mission & Service a regular part of their life of faith
- to increase participation in Mission & Service giving by \_\_\_\_\_ % or by \_\_\_\_\_ number of givers (e.g., We would like to welcome 20 new givers and have 20 other givers increase their gift so that the \_\_\_\_\_ total giving increases by 10% and the average gift increases by 5%)
- to increase the average Mission & Service gift by \_\_\_\_\_ %
- to increase ## gifts for Mission & Service by \_\_\_\_\_ %
- to set a goal for Mission & Service giving of \$ \_\_\_\_\_
- to share stories from the congregation of why people give to Mission & Service
- to thank the whole congregation for Mission & Service giving
- to thank the UCW for Mission & Service giving
- to thank the Sunday school for Mission & Service giving
- to thank each individual giver for Mission & Service giving
  
- \_\_\_\_\_
- \_\_\_\_\_

**F. LOOKING AHEAD TO THE END OF THE YEAR,** what we want to be able to say we accomplished:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**G. OUR TIMELINES:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

G. HIGH-FOCUS PERIOD or special days:

January	February
March	April
May	June
July	August
September	October
November	December

### 3. INSPIRE

make an emotional connection with every person,  
from the pulpit to committees

A. GIVEN OUR OBJECTIVES, WE WILL DO THE FOLLOWING to inspire every person to give for Mission & Service:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

B. WHO WILL PREACH/TEACH/TALK:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

C. CREATIVE WAYS WE CAN ENGAGE/INSPIRE CHILDREN AND YOUTH:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 4. INVITE

clearly and compellingly “invite” every person to make a meaningful gift for Mission & Service and make it a regular part of their life of faith

A. KEY MESSAGE we want to convey:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

B. OUR STRATEGY:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

C. WHO WILL/HOW TO INVITE PEOPLE WHO ARE NOT GIVING to start giving:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

D. WHO WILL/HOW TO INVITE PEOPLE TO INCREASE their giving:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

E. WHO WILL/HOW TO INVITE PEOPLE TO SUSTAIN their giving:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 5. THANK

say thank you to the whole congregation, to every family,  
and to every individual

A. WE WILL THANK PEOPLE in this way:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

B. AT THE END OF THE GIVING YEAR WE WILL THANK in this way:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

C. WE WILL THANK NEW GIVERS in this way:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Questions or ideas? We are here to support you with your  
Mission & Service giving program.**

Mission & Service  
The United Church of Canada  
1-800-268-3781, ext. 3096  
ms@united-church.ca

## 6. WRAP UP

evaluate and celebrate results based on initial objectives

A. REVIEW the goals and objectives:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

B. How we will MEASURE SUCCESS:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

C. What we will DO THE SAME NEXT YEAR:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

D. What we will DO DIFFERENTLY NEXT YEAR:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

E. We could CELEBRATE THE RESULTS OF THE INITIATIVE  
(ideas for when, where, how, with whom):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Thank you for sharing your passion for Mission & Service with your community of faith.  
What we do together through Mission & Service none of us could do alone.**