

P R O M O T I O N G U I D E 2 0 1 1

Spread the Love



Strengthen the Church Offering

To the Special Mission Offerings Coordinator:

Thank you

 for supporting Strengthen the Church!

Strengthen the Church is the UCC's annual offering to help build our denominational future. Directed to your church's Conference, Local Church Ministries and The Stillspeaking Ministry, these gifts help invigorate congregations, foster new leaders and grow the UCC's presence as a community of extravagant welcome.

TO ORDER ADDITIONAL MATERIALS:

Call **United Church of Christ Resources**
at **800.537.3394**

“God is still speaking,

**UNITED CHURCH
OF CHRIST**



**YOUR
STRENGTHEN
THE CHURCH
OFFERING
MATERIALS**

To order additional materials, call
UNITED CHURCH OF CHRIST RESOURCES AT 800.537.3394

- **POSTER**
- **2 UNIQUE BULLETIN INSERTS**
- **OFFERING ENVELOPES**

More resources can be found at www.ucc.org/stc

Promotion Calendar

BEFORE YOU BEGIN

Choose your offering date. We are suggesting a "Season of Strengthen the Church" between Easter (April 24) and Pentecost (June 12). Choose a Sunday to receive the offering when you anticipate the greatest response. Some churches are choosing Mother's Day (May 8). Churches may choose other Sundays: their church anniversary, the UCC's anniversary (June 25) or Thanksgiving Sunday (November 20).

HERE IS A SCHEDULE OF ACTIVITIES LEADING UP TO THE OFFERING:

- 6 WEEKS AHEAD**
- Check your supply of offering materials. Order extra quantities from United Church of Christ Resources at 800.537.3394
 - Identify speakers/participants for Mission Moments or other Sunday worship promotion activities
 - Check www.ucc.org/stc for sample letter, newsletter article, Mission Moment stories, and other worship resources including Powerpoint and short video clips.

- 5 WEEKS AHEAD**
- Write announcement letter for church-wide mailing to be sent 3 weeks prior to offering. Use the sample at www.ucc.org/stc.

- 4 WEEKS AHEAD**
- Display Strengthen the Church poster(s)
 - Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)

- 3 WEEKS AHEAD**
- Mail announcement letter, enclosing offering envelope (and bulletin insert if desired)
 - Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)

- 2 WEEKS AHEAD**
- Place 1st insert in today's bulletin
 - Make sure offering envelopes are in pews
 - Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)

- 1 WEEK AHEAD**
- Place 2nd insert in today's bulletin (with offering envelope if desired)
 - Run an announcement in today's bulletin (see sample at www.ucc.org/stc)
 - Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)

- STRENGTHEN THE CHURCH OFFERING SUNDAY**
- Shape your worship to celebrate the offering
 - Place Conference-prepared insert (or insert printed from www.ucc.org/stc) and offering envelope in today's bulletin

- 1 WEEK AFTER**
- Announce your church's total gifts to Strengthen the Church
 - Thank all who contributed, including special thanks for the promotion committee
 - Remind those who have not yet contributed that they may do so today or next Sunday or online at www.ucc.org

PLEASE REMIT YOUR OFFERING RECEIPTS THROUGH YOUR CONFERENCE OFFICE

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