

STRENGTHEN THE CHURCH



UNITED CHURCH
OF CHRIST

Greetings!

Please join us in common mission, vision, and purpose by taking up the Strengthen the Church offering on May 31, 2020!

The Strengthen the Church (STC) Offering reflects the shared commitment of all settings of the United Church of Christ to cooperatively build up the UCC. Conferences and the national setting equally share the gifts given by members and friends through their local congregations. The funds raised support leadership development, new churches, youth ministry, and innovation in existing congregations. This offering embodies the wisdom, **“together we grow stronger.”**

Thank you for your past support of STC. This offering provides the financial resources for the United Church of Christ to be a Spirit-inspired and world-changing Christian movement. STC funds ministry that allows us to benefit from best practices, insights, and innovations across the life of the UCC. Because of your support, new church starts have emerged, congregations have been revitalized, and leadership skills have been enhanced.

Please continue to help the UCC expand its light by taking up the Strengthen the Church offering on May 31, 2020!

Enclosed are your promotional materials. Check the quantities shipped to make sure that you have enough for your promotional needs. Visit UCC Resources at uccresources.com to order additional materials.

Also, on the back of this letter, please find a suggested timeline for sharing the offering with your members.

Thank you for your continued support of your local Conference, the National Setting, and the body of Christ. If you have any questions, please feel free to contact Jacqueline Owen, Development Strategist, at owenj@ucc.org or 216-736-2169.

Blessings,

A handwritten signature in black ink that reads "Traci D. Blackmon".

Rev. Traci D. Blackmon
Associate General Minister
Justice & Local Church Ministries
The United Church of Christ

Strengthen the Church Promotion Calendar

We celebrate the birth of the church on Pentecost Sunday, May 31, 2020, with this offering to Strengthen the Church. However, we encourage churches to choose a Sunday to receive the offering when you anticipate the greatest response. Churches may choose other Sundays: Mother's Day (May 10, 2020), or their church anniversary.

2020 Strengthen the Church Offering Materials include:

- Bulletin Insert
- Seek and Find Puzzle
- Offering Envelope
- Worship Testimonial Resource

The following downloadable resources are available at ucc.org/stc:

- UCC Logo with STC Word Type
- STC Social Media Post
- STC Social Media Banner
- Template announcement letter
- Downloadable STC Video
- Worship Resource
- Congregation Vision Exercise

Here is a schedule of activities leading up to the offering:

6 Weeks Ahead	<ul style="list-style-type: none">• Check your supply of offering materials. Order extra quantities from United Church of Christ Resources at uccresources.com• Identify speakers/participants for Mission Moments or other Sunday worship promotion activities.
5 Weeks Ahead	<ul style="list-style-type: none">• Place an announcement in the church newsletter.• Engage in Congregation Vision Exercise
4 Weeks Ahead	<ul style="list-style-type: none">• Write announcement letter for church-wide mailing to be sent 3 weeks prior to offering.
3 Weeks Ahead	<ul style="list-style-type: none">• Mail announcement letter, enclosing offering envelope (and bulletin insert, if desired).• Lay person testimonial during worship.
2 Weeks Ahead	<ul style="list-style-type: none">• Place insert in today's bulletin.• Make sure offering envelopes are in pews.• Create a post on your church's social media page.• Lay person testimonial during worship.
1 Week Ahead	<ul style="list-style-type: none">• Place insert in today's bulletin (with offering envelope if desired).• Make sure offering envelopes are in pews.• Create a post on your church's social media page.• Lay person testimonial during worship.
Strengthen the Church Offering Sunday	<ul style="list-style-type: none">• Shape your worship to celebrate the offering.• Show the Strengthen the Church Video• Place offering envelope in today's bulletin.
1 Week After	<ul style="list-style-type: none">• Announce your church's total gifts to Strengthen the Church.• Thank all who contributed, including special thanks to the promotion committee.

Please remit your offering receipts through your conference office.
If you have any questions, please call 800-846-6822