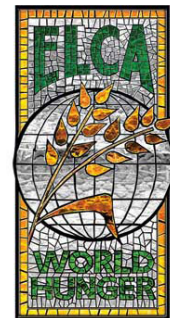


# Fundraising Ideas and Principles



## Guidelines & ideas for raising money for ELCA World Hunger -- "Pushing the Envelope"

### 10 results-guaranteed principles for raising funds for ELCA World Hunger:

- 1.) ***Remember that people want to give and serve on behalf of people living in hunger and poverty.*** Our church has a generous heart, and ELCA World Hunger is one of the most beloved ministries of this church. Your gifts make you a partner in a global movement to end hunger—how exciting!
- 2.) ***Do what your mother taught you—say “Please” and “Thank You.”*** Be intentional about inviting members of your congregation to give to this ministry. Take the time to say “thank you,” and share the stories of people whose lives are changed through your congregation’s partnership in this ministry.
- 3.) ***Frequency is more effective than intensity.*** This means that generally, you will be more successful if you find ways to lift up the ELCA World Hunger Appeal frequently throughout the year than if you focus on only one big “Hunger Sunday.” We publish Congregation Connections to make it easy to plan for the Sundays and seasons where lectionary texts relate to hunger and justice.
- 4.) ***Use as many information channels as you can to tell the story of ELCA World Hunger and invite people to give.*** How many can you think of? Here are just a few: Sunday bulletin, newsletters, announcements, video clips or power point presentations during worship, bulletin boards, display tables, web site, email listserv, phone trees...
- 5.) ***Involve as many different groups in your congregation as possible.*** Think about formal groups like Sunday school classes, women’s circles, the youth group, men’s groups, church council, choir, social concerns committee...and also more informal networks, like parents, grandparents, nursery volunteers, or folks who frequently volunteer with local soup kitchens. How do they connect and care about helping to end hunger?
- 6.) ***Push the envelope (and coin box) – literally.*** Seemingly simple things—like having ELCA World Hunger offering envelopes in the pews every Sunday—really work. This also helps communicate to visitors that your congregation really cares about making a difference in our world. Keep a supply of coin boxes ready for anyone to pick up and fill! Put announcements and stories in the bulletin as often as you can—bulletin-ready pieces are waiting for you, just go to [www.elca.org/hunger](http://www.elca.org/hunger) and click on “Stories” or “Resources.”
- 7.) ***Think “beyond the bake sale.”*** Certainly, small gifts really add up to a big impact for ministry. Also keep in mind that there are members of your congregation who are ready to make personally significant gifts to help end hunger. Many will want to include ELCA World Hunger in their wills or explore planned giving options. Contact ELCA World Hunger and ask for the development staff who can help members maximize the impact of their gifts and plan to leave a legacy for ministry.

8.) ***Make it meaningful.*** Tell the stories of this ministry to help people see how their gifts make a real difference in neighbors' lives. Study the Bible with an eye to issues of hunger and justice. Connect ELCA World Hunger to lectionary readings and liturgical seasons, especially Advent and Lent. Keep people engaged by connecting global mission with local action, advocacy, and volunteerism.

9.) ***Make it fun.*** It should be fun to change the world! Distribute the ELCA Good Gifts catalog. Organize an alternative giving fair. Invite the youth to get creative with the Souper Bowl of Caring. Spark a little friendly competition—which group or can “build a well” first, “plant more trees” or “give more goats?”

10.) ***Make it life-changing.*** We can end hunger in our world within the lifetimes of our young people—what an empowering message! Lead by example to help young people understand that ending hunger is a part of Christian vocation—but get ready for youth to return the favor! Encourage children, youth, and young adults to develop their own creative hunger-fighting ideas—be open to trying new things and following where the Spirit leads.

--ELCA World Hunger Staff