



# 11 Steps for Starting Your 'Mission:1' Campaign

Revised Aug. 28, 2011

*God is still speaking,*  
**UNITED CHURCH  
OF CHRIST**



**ONE UNITED CHURCH on a shared mission for 11 powerful days  
to feed the hungry and confront food-related injustice. This is MISSION: 1**

## ◆ Step 1

The success of MISSION: 1 will depend on broad buy-in from our local churches, seminaries and colleges, and health and human service agencies if we are going to reach our goals of more than 1 million food items, \$111,111 to benefit Neighbors in Need food-related ministries, \$111,111 for East Africa famine relief ministries, and 11,111 letters to Congress in 11 days. Share the idea of MISSION: 1 with your church's — or institution's — appropriate leadership and ask for their explicit support.

## ◆ Step 2

Convene a small MISSION: 1 Implementation Group that will set local goals and promote and coordinate your church's campaign. Discuss ways to integrate any existing emphases of your congregation during November with the coordinated church-wide vision of this campaign.

## ◆ Step 3

Playfully determine your piece of the overall national goal and set your own goals for your local setting. How about 1,111 food items? Can you find and celebrate 11 or 111 persons or families that will contribute at least \$11 to MISSION: 1 online during this 11-day period? Will your congregation commit to writing at least 111 letters to Congress?

## ◆ Step 4

Use the Bulletin Insert found at <http://www.ucc.org/mission1> to promote your church's participation in MISSION: 1. Additional campaign items can be found at [ucc.org/mission1store](http://ucc.org/mission1store).

## ◆ Step 5

Find MISSION: 1 on Facebook and click the "I'm attending" button to begin receiving period updates whenever new information, materials and resources are available. Post the creative ideas from your church to inspire other congregations' participation.

## ◆ Step 6

One of the hopes behind MISSION: 1 is that we'll begin early enough to publicize this cooperative mission event, so that every church — and people beyond our churches — will have ample time to know about, get involved, build momentum and ensure success. While some all-out hustling will be necessary during these 11 days in November, it's fine to work ahead of time to ensure that we will hit the ground running on Nov. 1.

## ◆ Step 7

In the coming weeks and months, many additional resources will become available for your use, including worship materials, sample sermons, promotional items, graphic elements, and hunger-related study guides and policy papers. Check back on this website regularly — or monitor the UCC's weekly e-zine, Keeping You ePosted, for information on new materials as they become ready for use.

## ◆ Step 8

During the 11-day campaign, plan to host community-wide educational events, speakers or symposiums to raise awareness of hunger-related injustice. Background materials, study guides, prayers and liturgies will become available in coming weeks and months to assist your planning.

## ◆ Step 9

An online reporting process for congregations and organizations, as well as individuals, will be in place starting on Nov. 1. It's essential that one person be designated to be the person responsible for reporting your collective efforts related to food items and letters to Congress. Decide who your MISSION: 1 reporter will be and decide how items and letters will be counted for inclusion in the UCC's collective totals.

## ◆ Step 10

If all goes well, we should be able to smash the 1-million goal for food and personal items, but the financial donations and letters to congress might be a bigger challenge. Make sure to promote the whole of the campaign — each of the three pieces — so that we ensure that we make connections between compassion and justice, both at home and around the world, and are able to celebrate complete victory at the close of the day on Friday, Nov. 11.

## ◆ Step 11

Plan to host a celebration Sunday on Nov. 13 as part of your congregation's worship service, to lift up our collective success and your congregation's part in making it so. For many congregations, this will be Stewardship Sunday. Use MISSION: 1 as a powerful illustration to reinforce the broadest vision of stewardship and showcase how, together, we are able to accomplish far more than we could ever imagine by ourselves.