



# Invest in the Vision

STRENGTHEN  
THE CHURCH  
OFFERING



P R O M O T I O N G U I D E 2 0 1 3

TO THE SPECIAL MISSION OFFERINGS COORDINATOR:

**Thank You** *for supporting Strengthen the Church!*

Each day, visions and dreams are created in the hearts of many in the United Church of Christ. Through the Strengthen the Church offering, they can become a reality. As God calls our congregations to be “church” in new ways, your gift will plant new churches, awaken new ideas in existing churches, and develop spiritual life in our youth and young adults. Because of this offering, many more will hear the good news that “God is still speaking.”

Your offerings are directed to your church’s Conference, Local Church Ministries, and The Stillspeaking Ministry for these purposes.

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** (Many Conferences offer an insert featuring Conference use. Check [www.ucc.org/stc](http://www.ucc.org/stc) for additional printable inserts.)
- **OFFERING ENVELOPES**

More resources can be found at [www.ucc.org/stc](http://www.ucc.org/stc)

# Promotion Calendar

## BEFORE YOU BEGIN

Choose your offering date. We traditionally celebrate the birth of the church Pentecost Sunday, May 19, with this offering to Strengthen the Church. Choose a Sunday to receive the offering when you anticipate the greatest response. Churches may choose other Sundays: Mother's Day (May 12), their church anniversary, the Sunday (June 23) before the UCC's anniversary (June 25) or Thanksgiving Sunday (November 24).

**NEW!** This year *Mission 4/1 Earth: 50 Great Days* will culminate in a celebratory Pentecost worship service which includes an offering to Strengthen the Church.

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

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|--|---|
| <b>6 WEEKS AHEAD</b>                         | <ul style="list-style-type: none"><li>• Check your supply of offering materials. Order extra quantities from United Church of Christ Resources at <a href="tel:800.537.3394">800.537.3394</a></li><li>• Identify speakers/participants for Mission Moments or other Sunday worship promotion activities. Write a newsletter article.</li><li>• Check <a href="http://www.ucc.org/stc">www.ucc.org/stc</a> for sample letter, newsletter article, Mission Moment stories, tie-ins to Mission 4/1 Earth, and other worship resources including Powerpoint and short video clips</li></ul> |
| <b>5 WEEKS AHEAD</b>                         | <ul style="list-style-type: none"><li>• Write announcement letter for church-wide mailing to be sent 3 weeks prior to offering. Use the sample at <a href="http://www.ucc.org/stc">www.ucc.org/stc</a>.</li></ul>   |
| <b>4 WEEKS AHEAD</b>                         | <ul style="list-style-type: none"><li>• Display Strengthen the Church poster(s)</li><li>• Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)</li><li>• Start checking the UCC facebook page for Strengthen the Church items to share</li></ul>  |
| <b>3 WEEKS AHEAD</b>                         | <ul style="list-style-type: none"><li>• Mail announcement letter, enclosing offering envelope (and bulletin insert if desired)</li><li>• Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)</li></ul>   |
| <b>2 WEEKS AHEAD</b>                         | <ul style="list-style-type: none"><li>• Place 1st insert in today's bulletin</li><li>• Make sure offering envelopes are in pews</li><li>• Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)</li></ul>  |
| <b>1 WEEK AHEAD</b>                          | <ul style="list-style-type: none"><li>• Place 2nd insert in today's bulletin (with offering envelope if desired)</li><li>• Run an announcement in today's bulletin (see sample at <a href="http://www.ucc.org/stc">www.ucc.org/stc</a>)</li><li>• Implement Sunday worship activities you've chosen (use a video clip or Powerpoint)</li></ul>  |
| <b>STRENGTHEN THE CHURCH OFFERING SUNDAY</b> | <ul style="list-style-type: none"><li>• Shape your worship to celebrate the offering (see <a href="http://www.ucc.org/worship/worship-ways">www.ucc.org/worship/worship-ways</a>)</li><li>• Place Conference-prepared insert (or insert printed from <a href="http://www.ucc.org/stc">www.ucc.org/stc</a>) and offering envelope in today's bulletin</li></ul>  |
| <b>1 WEEK AFTER</b>                          | <ul style="list-style-type: none"><li>• Announce your church's total gifts to Strengthen the Church</li><li>• Thank all who contributed, including special thanks for the promotion committee</li><li>• Remind those who have not yet contributed that they may do so today or next Sunday or online at <a href="http://www.ucc.org/stc">www.ucc.org/stc</a></li></ul>  |

**PLEASE REMIT YOUR OFFERING RECEIPTS THROUGH YOUR CONFERENCE OFFICE**

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