
Episcopal Relief & Development **How to Plan an Advent Campaign**

This is a general guide in setting up an Advent campaign for your parish.

Please be in touch with a member of the Episcopal Relief & Development staff, at engagement@episcopalrelief.org and 1.855.HEAL (4325) if you have questions regarding running a campaign!

STEP 1: Assess Interest and Capacity in a Campaign

- **Begin conversations** on an Advent campaign. Discern if there is energy and excitement around this. Talk to members of your congregation, your rector and your deacons.

STEP 2: Develop and Discuss a Plan

- **Goal:** Will there be a total fundraising goal? Is it 1 gift per member or number of youth or families?
- **Timing:** Set the duration for 1 week or for the entire Advent season.
- **Launch:** Discuss when to launch and announce the campaign in the wider church.

STEP 3: Pre-Launch Preparation or Campaign Planning

- **Prepare for the launch.** Ensure the Rector will add announcement into his or her remarks.
- **Determine** who will speak for the group. Develop a presentation on your effort.
- **Utilize our [Advent Activities Guide](#)** to generate ideas for your Advent Campaign.

STEP 4: Announce Advent Campaign

- **Present** an overview of *Episcopal Relief & Development* and the *Gifts for Life* catalogue, fundraising goal (if one), timing and how members can get involved. The Rector Should reinforce the message.
- **Organize a *Gifts for Life* booth** to provide resources to members and collect donations.

Step 5: Send Updates on Campaign

- **Keep members informed** on campaign progress to maintain your momentum! Use weekly announcement times to share your progress.
- **Schedule emails** or website updates to the congregation including funds raised and other details
- **Share stories** and photos of your parish efforts to include on the website or weekly e-blasts as well as for the Episcopal Relief & Development staff to publicize the work of your parish.

Step 6: Celebrate Success!

- **Announce the completion of campaign**, recognize leadership and thank everyone!
- **Publish an article in your parish newsletter.** Be sure to inform us of your activities, so that we can share and celebrate your success with you!

Remember to use the tool kit resource items to enhance ideas of your own!