How to Plan an Advent Campaign

To help your church support children world-wide so they can reach their full potential, organize an Advent Campaign in support of **ONE THOUSAND DAYS OF LOVE** through *Gifts for Life*. Here’s how:

- **Step 1: Assess Interest and Capacity in a Campaign**
  Speak with your rector or church leadership about planning a campaign. Discern if there is energy and excitement around this.

- **Step 2: Develop and Discuss a Plan**
  **Goal:** Will there be a total fundraising goal? Is it 1 gift per member or total contributions to purchase gifts to support children?
  **Timing:** Set the duration for 1 week or for the entire Advent season.
  **Launch:** Discuss when to launch and announce the campaign to your church community.

- **Step 3: Pre-Launch Preparation or Campaign Planning**
  **Prepare for the launch.** Ensure the Rector will add an announcement into his or her remarks. Print out the *Gifts for Life* brochure or order *Gifts for Life* catalogs. Include a link to Episcopal Relief & Development’s website in your emails and newsletters. Determine who will speak for the group. Develop a presentation on your campaign. Utilize our Advent Activities Guide to generate ideas for your Advent Campaign.

- **Step 4: Announce your Advent Campaign**
  **Present** an overview of Episcopal Relief & Development’s work with children through the **ONE THOUSAND DAYS OF LOVE** campaign and how *Gifts for Life* supports children to reach their full potential. Share your fundraising goal, timing and how members can get involved. Ask the church leadership to reinforce this message as well.
  **Organize a Gifts for Life booth** or table to provide resources and collect donations. If you are meeting virtually, include a link to our website in your email or newsletter.

- **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 on social media, your website or email as well as for the Episcopal Relief & Development staff to publicize the work of your parish. Use our hashtag #1000DaysOfLove.

- **Step 6: Celebrate Success!**
  **Announce the completion of your 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!
  [1000DaysOfLove@episcopalrelief.org](mailto:1000DaysOfLove@episcopalrelief.org)