

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