Hello!

One of the things that sets United Methodist congregations apart is our approach to generosity. **We believe in connectional giving.**

Connectional giving is what happens when thousands of congregations, across the world, give together beyond their local churches. Some of the many opportunities for connectional giving happen six times a year on designated giving days we call Special Sundays.

The momentum of generosity is unstoppable when tens of thousands of us come together to donate toward sustainable life change for people around the world.

This e-book will help you understand each Special Sunday and will provide a list of resources available to you for each celebratory event. Our goal is to **equip pastors and leadership teams with everything they need to engage, educate and empower their congregations to give.**

We want you to leverage these resources in ways that will help you cultivate generosity.

Together, we are doing more!

God Bless,

Connectional Giving Team
What Are Special Sundays?

It takes more than one person’s generosity to change our world — it takes all of us!

Our team at UMC Giving wants to help you strengthen your congregation’s generosity efforts through Special Sundays.

Special Sundays are designated Sundays throughout the year that provide opportunities for giving. These special offerings are earmarked and support designated ministries.

On these Sundays, we empower our congregations to give toward causes and organizations that promote sustainable life change. These offerings help offer refuge in times of disaster, promote peace and justice, provide scholarships, reach out to the community, teach skills to encourage self-sufficiency and share the love of Jesus Christ with God’s people everywhere.

These Special Sundays are part of our denomination-wide effort we call connectional giving. It is one of the most powerful vehicles for generosity we have. Together, our churches are making an impact all over the world.
What is in the resource kit?

We’ve put together resource kits to help you communicate to your leadership team and your congregation about each Special Sunday.

These resource kits provide teaching, worship and social media resources. Each Special Sunday has print resources and downloads available for you to use.

You can download all or some of these resources as often as needed. You can also distribute and share the links with your team so that they can share with their small groups, staff members and even on their own social channels.

Best of all? These resource kits are FREE!
Human Relations Day

United Methodists celebrate Human Relations Day (HRD) on the Sunday before the national observance of Dr. Martin Luther King Jr.’s birthday. HRD encourages us to recognize the rights of all God’s children in realizing their potential as human beings in relationship with one another.

This special offering benefits neighborhood ministries through Community Developers, community advocacy through United Methodist Voluntary Services and work with at-risk teens through the Youth Offender Rehabilitation Program.

www.umcgiving.org/giveHRD

AVAILABLE RESOURCES FOR HUMAN RELATIONS DAY

General Info
Human Relations Day
Bulletin Inserts

8½-by-11 poster
2-sided bulletin insert

Offering Talk Illustrations (PDF Format)
Human Relations Day
Infographics


3 Reasons We Celebrate Human Relations Day

16 Amazing Ways Your Help Makes a Difference on Human Relations Day

1. **WE ARE CALLED TO ACKNOWLEDGE THE OVERLOOKED AND IGNORED.**

   To do righteousness and justice is more acceptable to the Lord than sacrifices. Proverbs 21:3 (NRSV)

2. **WE ARE MEANT TO BE A VOICE FOR THE VOICELESS.**

   Speak out for those who cannot speak, for the rights of all the destitute. Proverbs 31:8 (NRSV)

3. **WE ARE ALL GOD'S CHILDREN.**

   For it was you who formed my inward parts; you knitted me together in my mother’s womb. I praise you, for I am fearfully and wonderfully made. Wonderful are your works; that I know very well. My frame was not hidden from you, when I was made in secret, intricately woven in the depths of the earth. Your eyes saw me unformed, in the depths of the earth; your frame was not hidden from you when I was made in secret, intricately woven in the depths of the earth. Psalm 139:13-18 (NRSV)

**How is the fund dispersed?**

One hundred percent of every donation goes straight to the marginalized, the oppressed and the ones at risk. Here is the breakdown:

- **57%** to the Ministry Development Program, which supports local churches and the work of their community partners in justice ministries.
- **33%** to the Advocacy Campaign, which supports the work of persons with disabilities with local community organizations.
- **10%** to the Social Justice Fund, which supports the work of persons with disabilities with local community organizations.

**Support Human Relations Day**

through your local church or give online at www.uncgiving.org/hrd
Human Relations Day
Social Media Images

Human Relations Day
Worship Resources


3 Reasons We Celebrate Human Relations Day Swipe Resource
Human Relations Day Videos

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3 REASONS WE CELEBRATE HUMAN RELATIONS DAY

Here are three reasons we celebrate:

1. We are called to acknowledge the overlooked and ignored.

And the King will answer them, Truly, I tell you, just as you did it to one of the least of these who are members of my family, you did it to me. Then he will say to those at his left hand, You that are accursed, depart from me into the eternal fire prepared for the devil and his angels; for I was hungry and you gave me no food, I was thirsty and you gave me no drink, I was a stranger and you did not welcome me, naked and you did not give me clothing, and naked in prison and you did not visit me. (Matthew 25:41-44 [NRSV])

2. We are meant to be a voice for the voiceless.

Speak out for those who cannot speak, for the rights of all the destitute. (Proverbs 31:8 [NRSV])

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Human Relations Day E...
Human Relations Day
Videos

Everyone loves a hero because…
Journey of Faith
Social Media Images
Human Relations Day Mission Moments and More
Human Relations Day

PowerPoints


Offering slides
About Human Relations Day
Human Relations Day

E-book


18 Ways to Promote Human Relations Day
Human Relations Day
Podcasts

Human Relations Day
Children’s Resources


Children’s Sermon #1
Children’s Sermon #2
Human Relations Day Poem by Brennan Boose, JustUs Youth Network
Human Relations Day
FAQ

What is Human Relations Day?
Human Relations Day is one of our churchwide Special Sundays with offerings of The United Methodist Church. Human Relations Day calls United Methodists to recognize the right of all God’s children in realizing their potential as human beings in relationship with one another. This special offering benefits neighborhood ministries through Community Developers, community advocacy through United Methodist Voluntary Services and youth with at-risk teens through the Youth Offender Rehabilitation Program.

When do we celebrate Human Relations Day?
United Methodists celebrate Human Relations Day on the Sunday before the national observance of Dr. Martin Luther King Jr.’s birthday.

Can our church celebrate Human Relations Day at a different time?
Yes. If your local church needs to celebrate a Special Sunday on a different date, that is fine. Do not let the given dates prohibit your congregation from celebrating Human Relations Day if you have a time conflict.

How does The United Methodist Church distribute the offerings received on Human Relations Day?
The treasurer of the General Council on Finance and Administration allocates net receipts, after payment of promotional expenses, to the administrating agencies.
Human Relations Day
Giving Stories
Human Relations Day

Free Resources

WHEN TO USE THESE RESOURCES

These resources are designed to help you, your team and your congregation really understand and embrace these Special Sunday giving opportunities. Here is a suggested timeline of making use of all of these products.

Three Months Before Each Special Sunday
- Send out an email or internal memo to your leadership team. Make sure to include a link to the podcasts and videos. If you want to make it a little more personal, grab a few team members and call your members personally, making sure to take time to answer any questions they might have.
- Encourage your team to learn about this Special Sunday so they can help promote and guide the special event.
- Alternatively, consider watching one video a week together at staff meetings and answering questions that might arise after the viewing.

Two Months Before Each Special Sunday
- Send out an email, letter or make a call to members of your congregation to announce the upcoming Special Sunday.
- Encourage small group leaders to watch the videos and plan to view some as a small group leading up to the Sunday. Consider hosting an event for small-group leaders to inform them further about this Special Sunday and make sure they have everything they need to help promote this Sunday with their small group.

One Month Before Each Special Sunday
- Send out another email or letter to your congregation. This time, be sure to include some testimonials about the life-change that has happened as a result of UMC generosity. If you’d rather call your congregation, ask for volunteers who have been personally changed by that Special Sunday to help make the calls.
- Begin posting some social media images on all social feeds two or three times per week. If you don’t have social media accounts, select a few of your favorites and share them in your newsletter or weekly worship bulletins. Print some of your favorites and post them around the church in highly trafficked areas.
- Make sure the teaching pastor has access to all available sermon starters, litanies and other resources.
WHEN TO USE THESE RESOURCES

Two Weeks Before Each Special Sunday
- Make an announcement live at church and begin using offering slides during walk-in.
- Distribute the Children’s Sermon Starters to your children’s teaching team.
- Change your Facebook/Twitter cover images to advertise the Special Sunday.
- Begin posting a social image one to two times per day to make sure everyone knows the celebration is coming (if you don’t have social media accounts, include in your weekly bulletin or print them out and place them around your church in highly trafficked areas).

One Week Before Each Special Sunday
- Write an email or letter, or make team calls to your congregation to remind them about this Special Sunday!
- Announce it again at church.
- Use the offering slides for walk-in.
- Keep posting one to two times per day on social channels.

1 Day Before Each Special Sunday Offering
- Post several times on social media.
- Send one more email to your congregation. Include a link of where to give if they won’t be able to attend a service.

One Month After Each Special Sunday Offering
- CELEBRATE! Set aside time to announce how much was given on the previous Special Sunday and show people where it’s headed. This is a time to concentrate on how generosity leads to life change and sustained impact.
HOW TO USE THESE RESOURCES

Here are some suggestions to help you use the resources from your kit:

- Set up an automated email sequence or a manual letter campaign for your leadership team that celebrates each Special Sunday. Share e-books, videos or infographics with each message.
- Host a Vision Night where people can come in small groups, watch videos together, ask questions and volunteer to help promote the Special Sunday.
- Set up an automated email sequence for your congregation, or set up a letter-writing campaign. It’s important to talk about generosity throughout the year. Use all the resources we’ve included for these — informative PowerPoint slides, infographics, videos, podcast episodes, e-books, etc.
- Print the posters (or any of the materials) and hang them in highly trafficked areas of the church and church office.
- Encourage leadership and small group leaders to take their teams/groups through the Special Sunday resources before each of their meetings. The videos are short, but setting aside time to watch them and discuss them can help your leaders and congregation members really understand the impact of giving. Doing this through the year, with each Special Sunday, can really keep these opportunities in front of your congregation, making it easier for them to embrace these generosity opportunities.
- Pre-schedule social media posts on your church Facebook page using the quote and Scripture cards we’ve created for you.
- Distribute the sermon illustrations and children’s sermons to your teaching team and decide which ones are the most helpful. Plan when and how you’ll use them.
- Use the offering slides during walk-in and walk-out times.
- Hold team “book clubs” with the e-books and set aside time to discuss them and strategize how to use them as a team.
- Distribute the mobile wallpapers, Facebook and Twitter banners and statement cards to your team for use on their own personal social channels.
- Encourage your team to share the infographics, e-books and other e-resources on their own social channels and blogs.
GAIN ACCESS TODAY

All of these resources — and more — can be found online.


Connect with us

www.umcgiving.org
umcgiving@umcom.org
www.facebook.com/umcgiving
https://twitter.com/umcgiving
https://youtube.com/umcgiving

TOGETHER, WE DO MORE.
TOGETHER, WE CAN DO WHAT NO ONE CONGREGATION OR INDIVIDUAL CAN.