



## **2011 Memphis Conference United Methodist Church Lenten World Hunger Offering**

### ***Let us love... in truth and action***

“How does God’s love abide in anyone who has the world’s goods and sees a brother or sister in need and yet refuses to help? Little children, let us love, not in word or speech, but in truth and action.” 1John 3:17-18 NRSV

# **Campaign Idea Sheet**

*In your packet, you have a poster, calendar, ministry list, bulletin insert and hunger quiz (with answers). Please use one or all of these materials to conduct your 2011 Lenten World Hunger Offering campaign. Below are some ideas for how to use these materials:*

- Place your poster in a conspicuous place in your church. If you need more, feel free to make copies.
- Set a date to receive your offering. Palm Sunday is always a good day.
- Ask participants to bring their offerings forward during Communion.
- Use information in the Ministry List to increase understanding about where and how the offering is used. Publish information in your church’s print/electronic communications and/or mention during church announcements and/or post on church bulletin boards.
- Make copies of the calendar for every family in your church. Distribute the calendars and provide instructions for when, how and why to use them.
- Have a lay person speak about the Memphis Conference Lenten World Hunger Offering during a “mission moment.” Use any information contained in this packet for the talk.
- Insert the Hunger Quiz in a church bulletin or newsletter, or place it on your Web site.
- Ask your congregation to fast on the seven Fridays during Lent. Money saved from fasting may be donated.
- Suggest to Sunday School teachers that they incorporate this year’s scripture emphasis during Lenten activities: 1John 3:17-18.
- Mail your church’s 2011 Lenten World Hunger Offering to: Memphis Conference Treasurer, PO Box 10667, Jackson, TN 38308-0111. (Use line 39 on the remittance stub of your usual monthly remittance.)
- If you have questions or need help with your campaign, contact Gary Morse at 731-422-6558; [twobirds@aeneas.net](mailto:twobirds@aeneas.net) OR the Memphis Conference Communications Office at 731-664-8480; [communications.mcumc@eplus.net](mailto:communications.mcumc@eplus.net).