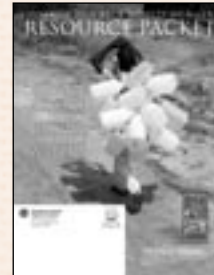


## “PUSHING THE ENVELOPE”

### 10 PRINCIPLES FOR RAISING FUNDS FOR THE ELCA WORLD HUNGER APPEAL

1. **Remember that people want to give** and serve on behalf of people living in hunger and poverty. Our gifts make us partners in a global movement to end hunger. Together, we make a real difference! [[www.elca.org/hunger/basics](http://www.elca.org/hunger/basics)]
2. **Do what your mother taught you—say “Please” and “Thank you.”** Be intentional about inviting members of your congregation to give to this ministry. Take the time to say “thank you,” and share stories. [[www.elca.org/hunger/stories](http://www.elca.org/hunger/stories)]
3. **Frequency is more effective than intensity.** Generally, you will be more successful if you find frequent ways to lift up the ELCA World Hunger Appeal. Review *Congregation Connections* and note the Sundays and seasons where lectionary texts relate to hunger and justice. [[www.elca.org/hunger/connections](http://www.elca.org/hunger/connections)]
4. **Use as many information channels as you can** to tell the story of ELCA World Hunger and invite people to give: Sunday bulletin, newsletter, announcements during worship, bulletin boards, display tables, adult forums, Sunday school... [[www.elca.org/hunger/resources](http://www.elca.org/hunger/resources)]
5. **Involve as many different groups as possible.** Sunday school teachers; confirmation students; men’s, women’s, and youth groups; congregation council; choirs; church committees. Help them connect with opportunities to learn, serve, lead, and give.
6. **Push the envelope—literally.** Seemingly simple things—like having ELCA World Hunger offering envelopes in the pews every Sunday—really work. This also helps communicate to visitors that your congregation really cares about making a difference in our world.
7. **Think “beyond the bake sale.”** There are members of your congregation who are ready to make personally significant gifts to help end hunger. Many will want to include ELCA World Hunger in their wills or explore planned giving options. ELCA Foundation staff are available to help members of the ELCA maximize the impact of their gifts and plan to leave a legacy for ministry. For more information, contact the Rev. Rodger Prois (800/638-3522, ext. 2865 or [rodger.prois@elca.org](mailto:rodger.prois@elca.org)).
8. **Make it meaningful.** Tell the stories of this ministry to help people see how their gifts make a real difference in neighbors’ lives. Study the Bible with an eye to issues of hunger and justice. Connect ELCA World Hunger to lectionary readings and liturgical seasons, especially Advent and Lent. Keep people engaged by connecting global mission with local action, advocacy, and volunteerism.
9. **Make it fun.** Have some fun doing serious good. Distribute the ELCA Good Gifts catalog. Organize an alternative giving fair. Invite the youth to get creative with Souper Bowl of Caring. [[www.souperbowl.org](http://www.souperbowl.org)] Spark a little friendly “Good Gifts” competition—which group can “build a well” first, or “give more goats”?
10. **Make it life-changing.** Lead by example to help young people understand that ending hunger is a part of Christian vocation—and get ready for youth to return the favor! Be open to the hunger-fighting ideas and leadership that youth and young adults offer.

## NEW IN SUMMER 2008 WORLD HUNGER RESOURCE PACKET

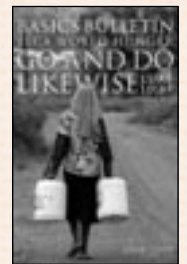


Here are some of the new or updated resources slated to be sampled in the **Summer 2008 World Hunger Resource Packet**.

These resources are free, with free-to-you shipping. To order,

visit [www.augsburgfortress.org/elcahunger](http://www.augsburgfortress.org/elcahunger) or call 800/328-4648. Learn more at [www.elca.org/hunger/resources](http://www.elca.org/hunger/resources)

- **2008–2009 World Hunger “Basics” bulletin** (AF order #978-6-0002-2105-8, 1 pkg = 50 bulletins).
- **2008 World Hunger Top 40 Resources catalog** (AF order #978-6-0002-2114-0).
- **2008 World Hunger Reproducible Stories**, related to water and justice (AF order #978-6-0002-2118-8).
- To order more copies of **Pentecost 2008 Congregation Connections**—this resource—refer to AF order #978-6-0002-2112-6.
- **World Hunger Memorial Gift Card** (green, text inside, AF order #978-6-0002-2144-7, 1 pkg = 10 cards and envelopes).
- **World Hunger Go & Do Gift Card** (blue, text inside, AF order #978-6-0002-2139-3, 1 pkg = 10 cards and envelopes).
- **World Hunger Go & Do Note Card** (blue, blank inside, AF order #978-6-0002-2158-4, 1 pkg = 10 cards and envelopes).



### HOW TO ORDER

To request resources with Augsburg Fortress (AF) order numbers:

- call 800/328-4648
- go online at [www.augsburgfortress.org/elcahunger](http://www.augsburgfortress.org/elcahunger)