

# CONGREGATIONAL LEADER HOW-TO GUIDE

This Lent, you're invited to join together with fellow supporters to pledge to work to end hunger during ELCA World Hunger's 40 Days of Giving. More than ever, your support is critically needed for people around the world facing hunger and poverty.

We know that you and other leaders have been hard at work adapting congregational life so people can meet safely during the COVID-19 pandemic. Whether you are meeting virtually or in person, we want to equip you to enrich the life of your members this season. Many resources are available for online use, and printed copies are available to order. All resources are free, with free shipping, while supplies last.

Learn more at [ELCA.org/40Days](https://ELCA.org/40Days)

## January

- **Plan how you'll integrate 40 Days of Giving into your Lenten worship and congregational activities.** This could include addressing the different groups in your congregation, planning sermons, playing videos, etc. Check out the videos on ELCA World Hunger's Vimeo channel and consider playing one each week.
- **Make a plan for how members can share their gifts during the 40 Days of Giving,** based on your congregation's current ways of giving. ELCA World Hunger can accept gifts via mail or phone, or online ([ELCA.org/40Days](https://ELCA.org/40Days)).
- **Order any printed materials** you'd like to distribute ([ELCA.org/40Days](https://ELCA.org/40Days)).
- **Include 40 Days of Giving** in your newsletters and email blasts.
- **Begin introducing 40 Days of Giving** in announcements and on social media.
- **Include information on your website and in your online or printed bulletin** about how to participate in ELCA World Hunger's 40 Days of Giving and what members can do with their gifts.

## By Jan. 27, three weeks before Ash Wednesday

- **Set your 40 Days of Giving congregational fundraising goal.** You may choose a goal based on average member/household giving or choose to fundraise toward a combined group total. Here are a few examples:
  - **\$2 per day** is more than what 9% of people around the globe live on. An individual gift of this amount can help those facing hunger and poverty, and setting it aside can be a powerful reminder of what our neighbors face.
  - **\$200** is enough to provide a community with the critical resources needed to eliminate food insecurity, such as agricultural tools, supplies and training.
  - **\$2,500** is the average amount needed to provide a community with a simple water well and access to clean drinking water.
- Share the reproducible stories and initiative information with your pastor, Sunday school teachers and committee chairs for consideration to be included in preaching, teaching and devotions.

## By Feb. 1

- **Sign up at [ELCA.org/40Days](https://ELCA.org/40Days)** to make sure you receive helpful emails.

## Feb. 14 or 17

- **Distribute 40 Days of Giving calendars and study guides** to worshipers. Hand out print copies or share links for people to download and print their own resources at home. All links can be found at [ELCA.org/40Days](http://ELCA.org/40Days).

## Feb. 17, Ash Wednesday

- **Begin ELCA World Hunger's Lenten Study Guide.** The theme this year is a challenge to the church to end hunger for good. The study guide may be used in a group setting online or in person, or by individuals and families at home.
- **Begin sharing social media posts** from ELCA World Hunger on your congregation's Facebook page. Find us on social media at [Facebook.com/ELCAWorldHunger](https://www.facebook.com/ELCAWorldHunger) and at [@ELCAWorldHunger](https://www.instagram.com/ELCAWorldHunger) on Twitter and Instagram.

## Throughout the rest of February and March

- **Continue using the weekly study guide and calendar** together or encourage members to use them on their own.
- **Play any of the videos available on ELCA World Hunger's Vimeo channel** as inspirational examples of how gifts to ELCA World Hunger are at work.
- **Share text from "Reproducible Stories 2021"** in your weekly bulletin or email blast to show how gifts to ELCA World Hunger make an impact.
- **Continue including descriptions and updates on the success of your fundraising** in your online or print bulletin.
- **Continue sharing on social media.**

## March 28

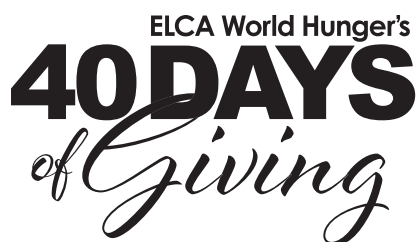
- **Remind worshipers** to give their final gifts for the 40 Days of Giving, based on your earlier plan.

## April 4 or 11

- **Collect all gifts for 40 Days of Giving and mail to:**  
ELCA, P.O. Box 1809, Merrifield, VA 22116-8009.  
Please make checks payable to "ELCA World Hunger"  
and write "40 Days of Giving" on the check's memo line.
- **If you prefer, worshipers may give online at [ELCA.org/40Days](http://ELCA.org/40Days).**

## April 11 or 18

- **Give thanks and celebrate!** Announce the total your congregation raised for ELCA World Hunger in worship or online,, sharing gratitude for their participation in the important work of fighting hunger and poverty. Include announcements on social media and in email newsletters.



Because of dedicated leaders such as you, together we can provide sustainable solutions to end hunger and poverty, accompanying our neighbors around the world.

**Questions?** Please email [hunger@elca.org](mailto:hunger@elca.org) or call 800-638-3522, ext. 2616.