UNITED METHODIST FOUNDATION
ALABAMA • WEST FLORIDA

334-793-6820 | www.alwfumf.org | info@alwfumf.org

How to Use the Holiday and Year-End Giving Resource Kit

This packet walks through the different ways you can use and edit the resources included in this kit as well as ideas to promote Thanksgiving, Giving Tuesday, Advent, Christmas, Year-End Giving, and Epiphany.

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If you have any questions or comments about this resource kit, or would like help customizing a resource, please contact Andrea at andrea@alwfumf.org.

Ornament Theme Design

Each theme includes resources with everything you need to promote Advent, Christmas, and Year-End Giving. Samples of the Ornament theme are featured below. This design also includes an editable invite card and banner in Canva as well as other editable Canva resources.





At the end of the year and through the Advent and Christmas season, we often express our gratitude to God by giving to others. Through careful consideration of the type of gift and timing, your charitable gifts can make a bigger impact, or you may even make a gift you did not think was possible.

We are able to offer a variety of giving options that benefit our church and ministries through the Foundation's services to churches and individuals:

- **Outright Gifts of Cash**
- **Gifts of Stocks and Bonds**
- **Gifts from an IRA QCD**
- **A Bequest in a Will**
- **Donor Advised Fund Gifts**
- **Life Insurance Gifts**
- **Retirement Plan Asset Gifts**
- **Charitable Gift Annuity**

Make a year-end gift by December 31st to experience









Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Please return this commitment card to

I would like to give:

☐ One time gift of $_____

☐ Online Recurring Monthly Gift

☐ Stocks or Bonds ☐ IRA QCD Gift

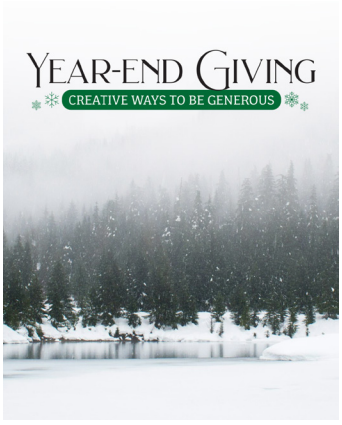
☐ Retirement Plan Assets

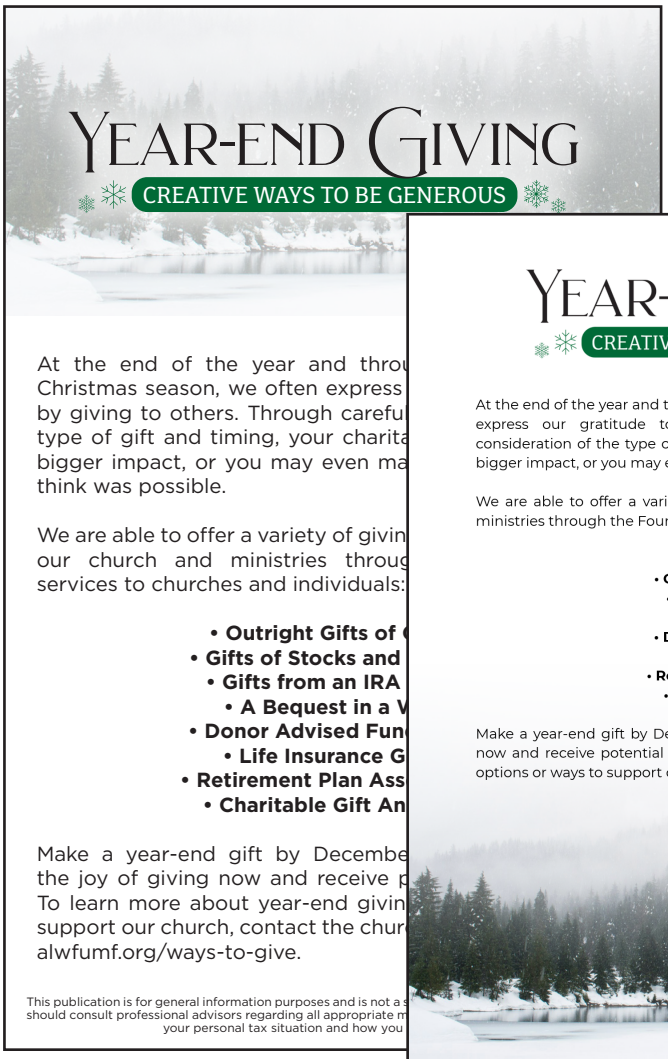


Snow Theme Design

Each theme includes resources with everything you need to promote Advent, Christmas, and Year-End Giving. Samples of the Snow theme are featured below. Like the Ornament theme, the Snow theme includes several editable Canva templates.











Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Please return this commitment card to the church office.

I would like to give:

- ☐ One time gift of $_____
- ☐ Online Recurring Monthly Gift
- ☐ Stocks or Bonds ☐ IRA QCD Gift
- ☐ Retirement Plan Assets
- ☐ Life Insurance Beneficiary
- ☐ Donor Advised Fund
- ☐ Charitable Gift Annuity
- ☐ Bequest in a Will

Tree Theme Design

Each theme includes resources with everything you need to promote Advent, Christmas, and Year-End Giving (and even blank images for you to create your own designs). Samples of the Tree theme are featured below.









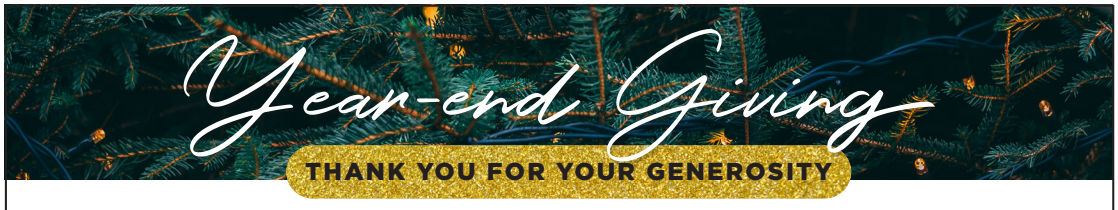
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- **Donor Advised Fund Gifts**
- **Life Insurance Gifts**
- **Retirement Plan Asset Gifts**
- **Charitable Gift Annuity**

Make a year-end gift by December 31st to experience the joy of giving now and receive potential tax benefits. To learn more about year-end giving options or ways to support our church, contact the church office or visit www.alwfumf.org/ways-to-give.

This publication is for general information purposes and is not a source of legal or tax advice. Individuals should consult professional advisors regarding all appropriate matters. Specific tax benefits depend on your personal tax situation and how you report your gift.



Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Please return this commitment card to the church office.

I would like to give:

- ☐ One time gift of $ _____
- ☐ Online Recurring Monthly Gift
- ☐ Stocks or Bonds ☐ IRA QCD Gift
- ☐ Retirement Plan Assets
- ☐ Life Insurance Beneficiary
- ☐ Donor Advised Fund
- ☐ Charitable Gift Annuity
- ☐ Bequest in a Will

Bells Theme Design

Each theme includes resources with everything you need to promote Advent, Christmas, and Year-End Giving (and even blank images for you to create your own designs). Samples of the Bells theme are featured below.









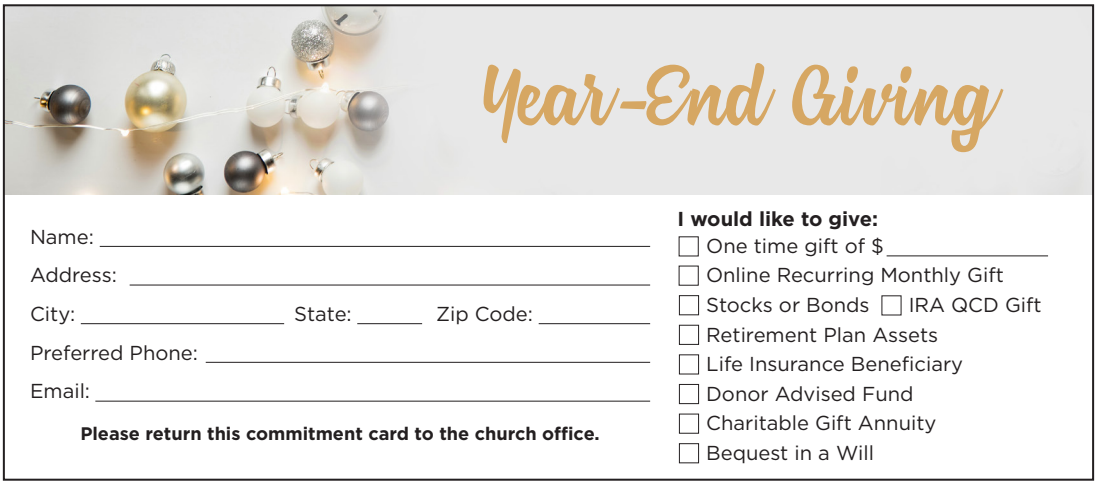
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- **Donor Advised Fund Gifts**
- **Life Insurance Gifts**
- **Retirement Plan Asset Gifts**
- **Charitable Gift Annuity**

Make a year-end gift by December 31, 2025, to experience the joy of giving now and also receive potential tax benefits. To learn more about different year-end giving options or ways to support our church at the end of the year, contact the church office or visit www.alwfumf.org/

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Gift Theme Design

The gift theme features everything you need to promote year-end giving. Samples of the Gift theme are featured below.









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on is for general information purposes and is not a source of legal or tax advice. Individuals professional advisors regarding all appropriate matters. Specific tax benefits depend on your personal tax situation and how you report your gift.



Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Please return this commitment card to the church office.

I would like to give:

- ☐ One time gift of $_____
- ☐ Online Recurring Monthly Gift
- ☐ Stocks or Bonds ☐ IRA QCD Gift
- ☐ Retirement Plan Assets
- ☐ Life Insurance Beneficiary
- ☐ Donor Advised Fund
- ☐ Charitable Gift Annuity
- ☐ Bequest in a Will

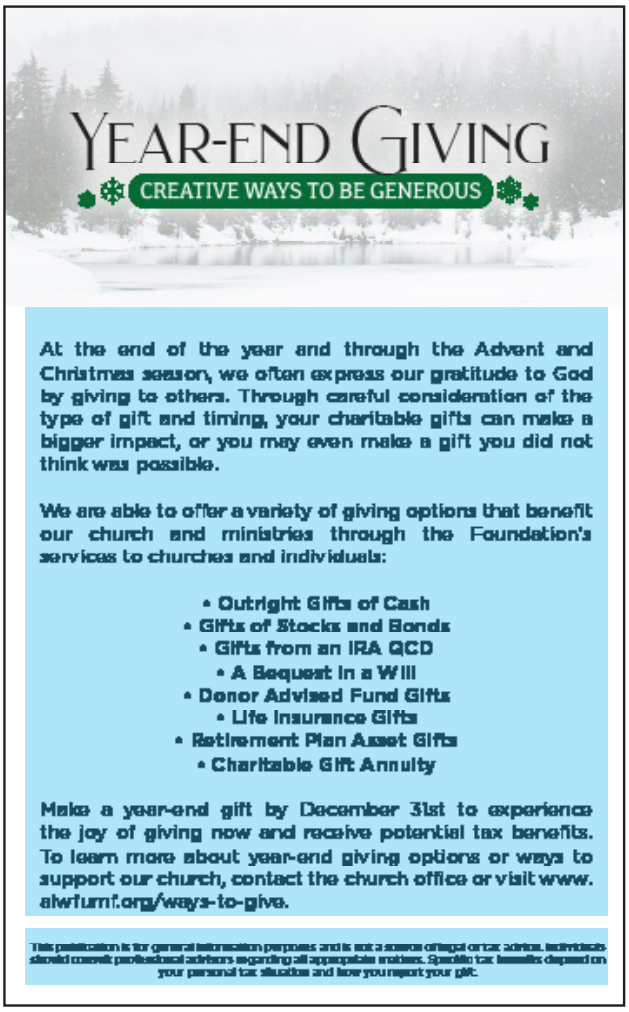
Bulletin/Mailers Inserts

Bulletin inserts are included for Thanksgiving, Giving Tuesday, Christmas, and Year-End Giving (PDF and Canva templates). Each resource can be used in the Sunday morning church bulletin, printed as a flyer, or mailed to promote your holiday services and giving options. The editable templates can be edited in Canva (left) and Adobe Acrobat (right).

Canva Template



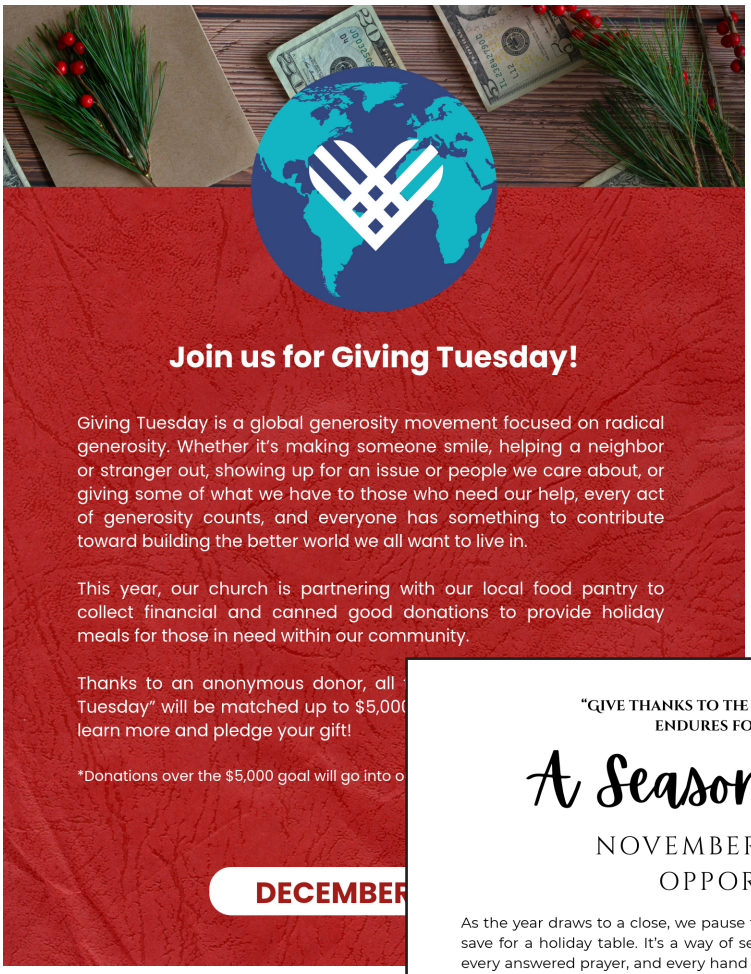
PDF Template



To edit the file, you will need to open the editable PDF in Adobe Acrobat or use the Canva template link. You can edit the areas highlighted in blue to add your own custom text.

Note: For the PDF template (right design) If you enter your information on one, the text will automatically update on the other page as well. Simply click the editable areas and type in your church information to replace the sample information. Next, save the file and print it.

More Bulletin Inserts/Mailers



Join us for Giving Tuesday!

Giving Tuesday is a global generosity movement focused on radical generosity. Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts, and everyone has something to contribute toward building the better world we all want to live in.

This year, our church is partnering with our local food pantry to collect financial and canned good donations to provide holiday meals for those in need within our community.

Thanks to an anonymous donor, all
Tuesday" will be matched up to $5,00
learn more and pledge your gift!

*Donations over the $5,000 goal will go into o

DECEMBER



"GIVE THANKS TO THE LORD, FOR HE IS GOOD; HIS LOVE ENDURES FOREVER." — PSALM 107:1

A Season of Giving

NOVEMBER & DECEMBER OPPORTUNITIES

As the year draws to a close, we pause to give thanks. Gratitude isn't just a feeling we save for a holiday table. It's a way of seeing the world: noticing that every good gift, every answered prayer, and every hand reached out in love comes from a faithful God. Thankfulness turns our attention from what we lack to all we've been given, and once we see how much we've received, we can't help but want to share it.

This year our congregation has been blessed through prayers, presence, gifts, service, and witness. Every day, together, we work to share the life-changing message of Jesus with everyone we meet and to make a difference in our church, our community, and the world.

Scripture reminds us that "God loves a cheerful giver" (2 Corinthians 9:7). Generosity is gratitude in action. It's our joyful answer to the One who first gave everything for us. If you would like to be part of our 2026 ministry and help us begin 2027 strong, please contact the church office. Here are several ways to get involved:

- **Giving Tuesday (Dec. 1):** Give through our church to support [COMMUNITY PROGRAM NAME]
- **Holiday Meal Ministry:** Donate canned goods and non-perishables to help feed families in need
- **Year-End Gift:** Make a pledge to support the ministries of our church (more details coming soon)
- **Empty Chair:** Sign up to open your home to someone in need this Thanksgiving and Christmas

Giving Cards & Letter

Resources cards are available for Christmas an Year-End giving. Christmas Love Offering cards come four to a page in a PDF file (as well as an editable Canva template). The Year-End giving cards come three to a page with editable Canva templates for the Snow and Ornament themes. This resource, along with the Year-End Giving letter, can be used as a mailer to your church or as a bulletin insert to encourage year-end gifts and Christmas gifts.



Year-End Card

The year-end giving card is designed to encourage year-end gifts. It can be mailed with the bulletin insert/flyer and/or year-end giving letter, placed in the bulletin, etc. as a way of letting your congregation know the different ways they can support your church at the end of the year.



The full page file is designed to be printed on cardstock paper then cut into three individual cards. A single pledge card is also available for professional printers. Only the Snow and Ornament designs are editable in Canva. To request modifications to this resource, please email Andrea at andrea@alwfumf.org.

Images and Graphics
Website, Social Media, Email, Newsletter, and More

Pages 11-13 feature different types of resources available in this resource kit: “Social Media Post” and “Email Header and Projection Slide” images. We recommend using these resources on the homepage of your church website, in a church website blog or newsletter, and on your church social media pages (Facebook, Instagram, X/Twitter, LinkedIn, Google Business, and other social media pages).

Customize an Image or Graphic

Most images (like the “Social Media Post” image below) include space to add more information to the image (and some of our resources are already templates in Canva). To do this, you can use programs like Canva, Adobe Express, Microsoft Office, and other image editors.

- **Canva:** www.canva.com
  - Canva Tutorials: www.canva.com/designschool/tutorials/getting-started
  - Free access to Canva with Canva for Non-Profits: www.canva.com/canva-for-nonprofits
- **Adobe Express:** www.adobe.com/express
  - Adobe Express Tutorials: www.adobe.com/express/learn/tutorials
- **Church and Stock Photos:** If you are interested in creating your own images, the website below provide free stock photos to do this. Simply download a photo and use Canva, Adobe Express, or another image editor, to create your image.
  - https://unsplash.com/

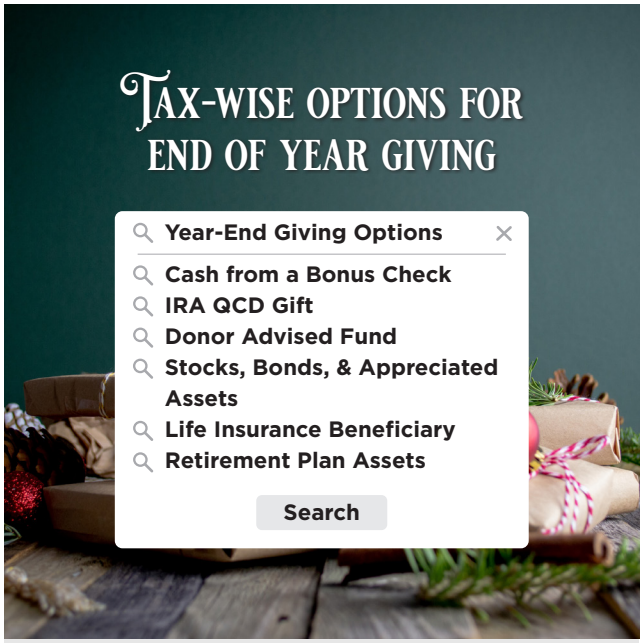


Social Media Posts

Social media posts are generally square and great for use as a Facebook, Instagram, X/ Twitter, LinkedIn, or Google Business post. Be sure to include other information or details about your giving emphasis or special worship services. See page 11 for more information about adding custom information to these images.



Sample Text:
You are invited to Christmas worship at First Church Mobile! Join us Dec. 24th at 5 pm for communion, a special performance from our Children's Ministry, and singing of some favorite holiday hymns! This year, we will be taking up a love offering to support our local area food pantry.



Sample Text:
Did you know that there are a variety of ways you can give at the end of the year to support our church, bless others, and benefit from tax deductions?

Contact the church office to learn more!

Email Headers, Event Images, and Projection Slide Images

Email headers, event images, and projection slide images are generally landscape rectangles and are great for use in church-wide emails, church website or church blog posts, as projection screen slides, and events on Facebook, LinkedIn, and Google Business.

Create a Facebook Event:
Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: https://www.facebook.com/help/116346471784004

Send an Email to Your Congregation:
Using an online program like MailChimp or Constant Contact (or your church email provider) you can send an email that includes details about your event to your congregation.

Sample Email/Facebook Event:
Be sure to include the email/event header as well as details about your event. When is the event? What time is the event? Where is the event? Is there anything you want people who are coming to the event to know?



Event Title or Email Subject: Christmas Eve Worship

Event Details: You are invited to Christmas worship at First Church Mobile! Join us Dec. 24th at 5 pm for communion, a special performance from our Children's Ministry, and singing of some favorite holiday hymns. This year, we will be taking up a love offering to support our local area food pantry.