



Be Alexander Campbell for a day! You can help with our first-ever Church-wide day of giving, simply by changing your profile photo for the day, or you can go all in and be an ambassador for the effort. Everything you need is at [disciplesmissionfund.org/DMFday!](https://disciplesmissionfund.org/DMFday)

#DMFday is our first-ever Church-wide day of giving to support Disciples Mission Fund. We're celebrating this occasion on Thursday, September 12, 2019, which is Disciples founder Alexander Campbell's 231st birthday. On DMFday we'll honor our Church's past and present by investing in our future – through the ministries of wholeness funded by Disciples Mission Fund.

To be successful we need your help! **We are asking you to help spread the word by posting, tweeting, giving, remembering, emailing, calling; any way you can share why you love our Church and choose to support DMF.** We will use the hashtag #DMFday so that all our posts will show the power of change that our togetherness creates!

What is our goal? We want to receive 231 donations within the 24-hour giving period to increase our donor participation rate and ultimately help more people become Disciples!

Why is DMFday important? This campaign is an effort to raise gifts for Disciples Mission Fund, which funds our whole Church, and we could not sustain our ministries without generous support. DMFday is also an opportunity to educate Disciples congregations about DMF and the ministries our gifts support. We hope this education will encourage and inspire more congregations to support Disciples Mission Fund throughout the year.

When will this all happen? September 12, 2019 from midnight-11:59 PM EST

Thank you! Again, we are relying on loyal Disciples like you to help make this campaign a success, and we are thankful for your support. **Please use this guide to help be the best giving day ambassador you can be!**

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Communication Timeline

TODAY

Read this document to learn more about how you can help us make this a great first giving day! Be sure you are following our social media accounts, so you can easily stay up to date with our challenges and goals.

- Facebook: [Christian Church \(Disciples of Christ\)](#)
- Twitter: [@DisciplesNews](#)

ANNOUNCEMENT PROCESS

On Sunday of General Assembly (July 21), we will share a Save the Date invitation.

- You can snap a photo of the invitation and post on social media with #DMFday to begin drumming up excitement about what's to come!

On **August 12**, we'll send an email announcement with more detailed information.

On **September 11**, we'll post information and reminders on our social media accounts, and change our profile photos for the occasion

- Share these announcements on your personal pages!
- Change your profile and cover photos to the ones [provided](#)

SEPTEMBER 12 COMMUNICATION

At 12:01 AM, everyone will receive an email announcing that DMFday is here!

- Be sure to post something first thing in the morning using the hashtag #DMFday to help us start the day off strong! See pages 5-6 for example posts.

In the afternoon, everyone will receive an update email.

That evening we will send another update email to let everyone know our progress.

All day be sure to follow our posts, comment, like, and share – we also encourage you to create your own posts and rally others by showing your excitement and love for the Church!

SEPTEMBER 13 ANNOUNCEMENT

We will announce our final totals on all social media accounts and via email. Please share and join us in celebrating what can happen when we serve together. We will also send out thank-you emails and cards to all who participated.

EMAIL MESSAGE TEMPLATES

Please note that these are sample email messages. Adding your personal touch to your emails is even better!

PRE-EVENT

Subject line: Please join me in celebrating #DMFday!

Dear _____,

On September 12, 2019, the Disciples of Christ community will come together for an exciting 24-hour giving day!

The overall goal for the day is to receive 231 new gifts for Disciples Mission Fund, and I am asking you to help us reach this goal by marking your calendar and making a gift at disciplesmissionfund.org/dmfday on Thursday, September 12! After you make your gift, you can also help by being a Giving Day Ambassador and creating buzz on social media about what we're doing. You can find out more at disciplesmissionfund.org/dmfday.

The ministries supported by Disciples Mission Fund mean so much to me personally, and I can't wait to encourage our community to show our love for the Church that has played such a huge part in my life.

Thanks for considering this opportunity!

DAY OF

Subject line: #DMFday is TODAY

Dear _____,

TODAY is the day! Will you join me in celebrating #DMFday?

Please visit disciplesmissionfund.org/dmfday and make a gift, then hop on social media (change your cover photo) and share why you are choosing to support Disciples Mission Fund. Be sure to use the hashtag #DMFday.

Our Church has had an important impact on me, and I am excited to show my appreciation and love by making a gift. I know my support will also provide the life-saving and life-giving work of the regional and general ministries that DMF supports.

Thank you for joining me to support Disciples Mission Fund!

DAY AFTER

Subject line: Thank you for celebrating #DMFday

Dear _____,

Thank you for supporting our giving day and celebrating #DMFday! As a Church, we were able to show our support through gifts of all sizes. This valuable support for Disciples regional and general ministries makes a difference every day in the life of our Church and around the world.

This success would not have been possible without your support. Thank you!

SOCIAL MEDIA POST EXAMPLES

Please remember that these are sample posts. Adding your personal touch to is even better!

SAMPLE FACEBOOK POSTS

PRE-EVENT

Hey Disciples! On September 12, we'll celebrate Alexander Campbell's 231st birthday with a 24-hour giving challenge. I am super excited for this day and I hope you'll mark your calendar and make a gift on September 12 at disciplesmissionfund.org/dmfday!

DAY-OF

Are you a giving day donor for #DMFday? I am! Join me at disciplesmissionfund.org/dmfday.

Let's celebrate #DMFday and help #CCDOC ministries provide the life-giving programs we've experienced like church camp, scholarships, and assemblies. I'm giving back, are you?
disciplesmissionfund.org/dmfday

TODAY is the day to honor our Church's founder Alexander Campbell with a 24-hour giving challenge! Will you join me in making a gift at disciplesmissionfund.org/dmfday? Let's show our love and support for our Church!

The ministries supported by Disciples Mission Fund changed my life; today I am giving back to make those same experiences possible for others. Please join me in participating by making a gift at disciplesmissionfund.org/dmfday. I am proud to be a part of #DMFday!

DAY AFTER

#DMFday was a success, made possible because of the generous support and outpouring of love Disciples Mission Fund received yesterday – I am so thankful to be part of this Church family!

SAMPLE INSTAGRAM STORY POSTS

PRE-EVENT

Excited for #DMFday on September 12!

Are you excited for #DMFday tomorrow? (Accompanied by a poll with two positive answers)

The countdown to #DMFday has begun! (Accompanied by the countdown feature)

DAY-OF

I love my Church! Visit disciplesmissionfund.org/dmfday to show your love today! #DMFday

I made a gift for #DMFday. Did you? (Accompanied by a poll with 'yes' or 'not yet')

You still have time to make a gift before our #DMFday ends! (Accompanied by a countdown)

DAY AFTER

Thank you for joining with me and celebrating #DMFday yesterday!

SAMPLE TWITTER POSTS

PRE-EVENT

#CCDOC friends - don't miss any #DMFday details. Check back at disciplesmissionfund.org/dmfday on September 12!

My Church, @DisciplesNews is celebrating our first-ever giving day on September 12, to celebrate founder Alexander Campbell's 231st birthday! Join us at disciplesmissionfund.org/dmfday. #DMFday

Disciples! Stay tuned on 9/12/19 for #DMFday! #CCDOC

DAY OF

TODAY is #DMFday and I am going to make my gift now – join me!
disciplesmissionfund.org/dmfday

I just made my gift, will you? #DMFday disciplesmissionfund.org/dmfday

Exciting challenges happening at disciplesmissionfund.org/dmfday. Be sure to follow along and participate! #DMFday

We can all make a difference today, let's celebrate #DMFday! Join in at disciplesmissionfund.org/dmfday

Happy birthday Alexander Campbell! Thanks for building a movement around Christian unity and welcome. Today, we celebrate our #CCDOC heritage by supporting Disciples Mission Fund – join me at disciplesmissionfund.org/DMFday. #DMFday

Our gifts to Disciples Mission Fund always go a long way to support #CCDOC ministries around the world, but today they go even further! Join me in celebrating #DMFday at disciplesmissionfund.org/dmfday.

DAY AFTER

Disciples know we are stronger when we serve together. Thank you for supporting #DMFday!

SOCIAL MEDIA TIPS AND IDEAS

- Always use the official hashtag, #DMFday
- Take a selfie wearing your Chalice gear and share what you love most about the Disciples denomination or DMF-supported ministries
- Tag your minister, congregation and church camp friends – share a memory with them and invite them to participate
- Share why our Church, or supported ministries, made a lasting impact on your life – whatever inspired your love for Disciples Mission Fund
- Share our posts on your pages and add a personal note. Adding your own story makes a difference! What DMF-supported ministries have you benefitted from or participated in?
- Comment on our posts so others are more likely to see them. The more you comment, the more likely fellow Disciples are to engage with the post!

IMPORTANT LINKS

FACEBOOK

facebook.com/christianchurchdoc

TWITTER

twitter.com/DisciplesNews

WEBSITE

disciplesmissionfund.org/dmfday

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