



ELCA World Hunger
Evangelical Lutheran Church in America
God's work. Our hands.

Ideas for a **GREAT** ELCA Good Gifts Fair!

ELCA GOOD GIFTS CATALOG

*Complete with an order form and festive gift cards, the **ELCA Good Gifts** catalog highlights examples of ministries from throughout the ELCA and makes it fun to support God's work with special-occasion gifts.*

Basic materials: Order **ELCA Good Gifts** free catalogs from Augsburg Fortress at www.augsburgfortress.org or call (800) 328-4648. The item number is 9786000219505. Allow at least one week for your order to arrive.

Extra fun: Use pages from the catalog to make a bulletin board display to promote your event.

Frame pages from the catalog or mount on foam board and place on a display table during your event.

GIFT-CARD STATION

Make it easy for folks to give ELCA Good Gifts in honor of friends and loved ones by setting up a station with all the necessary materials.

Basic materials: Assortment of Christmas cards & envelopes
 Coming Soon - ELCA Good Gifts gift card inserts (download and print at www.elca.org/giving - click on "Send a Tribute Card")
 ELCA World Hunger note cards and envelopes (Browse the Top 40 Resources Catalog, or visit www.augsburgfortress.org and type "world hunger card" into the search engine.)
 Pens in assorted colors

Extra fun: Provide construction paper, safety scissors, glue sticks, glitter pens, crayons, and washable markers. Let kids make their own cards!

FAIR TRADE GIFTS

Fair Trade means farmers and artisans were paid a fair price for their products. Skip the sweatshops, and choose gifts that give back to neighbors around the globe. Learn more at www.lwr.org/fairtrade.

Basic materials: Download a **Step-By-Step Guide** for Fair Trade sales at www.lwr.org/handcraft/fairtradefair.asp. You will need to place your order for Fair Trade handcrafts at least one full month prior to your event. There is a special list of 300 popular handcraft items that may be returned if they do not sell at your event.

Extra fun: Offer Fair Trade gifts that could complement an ELCA Good Gifts donation. Display these items alongside corresponding pages of the ELCA Good Gifts catalog and matching gift cards. *Some ideas:*

- Give a small hand-carved cross with a gift donation for Missionary Sponsorship.
- Give Fair Trade coffee with a gift donation to support agriculture projects.
- Give drop-shaped earrings with a gift donation to provide life-giving water to a community.

FESTIVE ATMOSPHERE

Play Christmas carols, serve cookies and hot cider, and hold a raffle for special prizes throughout the event. Perhaps you can find a few musicians to perform their favorite Advent hymns.

ATTRACTIVE DISPLAY

A little TLC makes a big difference! Some ideas:

- **Tablecloths** – www.MarketPlaceIndia.com is a great source for colorful, fairly traded textiles.
- **Baskets** – display gift cards, catalogs, and small sale items in hand-woven baskets. Order some from www.serrv.org along with your Fair Trade handcraft order. You can use them again and again in displays and to collect offerings.
- **Photos** – www.imageevent.com/elcahunger is a great source for high-quality photos and stories from ministries supported by ELCA World Hunger.
- **Stories** – www.elca.org/hunger/stories is the place to go to find ready-to-print stories about ministries supported by ELCA World Hunger.

PUBLICITY AND PROMOTIONS

Make sure everyone is invited to help make a difference!

Basic steps:

- ❑ Recruit a team of volunteers to help you plan, set up, staff the sales and donation tables, and clean up.
- ❑ Schedule the event for a Sunday after worship or between services. People will be there anyway, so attendance will be higher.
- ❑ Run an article about the event in the church newsletter and on the church Web site.
- ❑ Place announcements in the bulletin the week before and the day of your event.
- ❑ Start promoting early: make sure people hear about the event before they go out to do holiday shopping.
- ❑ Consider sending “save-the-date” postcards to church members in the fall.

Extra fun:

- ❑ Invite children in the congregation to come to church one Sunday dressed in animal costumes. Help them write and perform a short skit about God’s Global Barnyard in place of a hymn or the children’s sermon. At the end of the skit, have the children pass out flyers about the ELCA Good Gifts fair to the adults.
- ❑ Invite the youth group to select the Fair Trade items that will be offered for sale, and create a fashion show or skit to share how these purchases—along with gifts for ministry—make a difference in the world.
- ❑ Some people might have fun observing **“Buy Nothing Day”** on the day after Thanksgiving by gathering to work on preparations for an alternative giving fair instead of heading out to the mall. Watching the humorous new documentary **“What Would Jesus Buy?”** might add to the fun...go to www.google.com to search for info on these activities.

BUILD A BARNYARD

Create a bulletin board or other display to celebrate how many ELCA Good Gifts are given for ministry. *Some ideas:*

- Create a barnyard scene on a bulletin board. Invite people to place paper cut-outs of pigs, chickens, cows, etc., for each God’s Global Barnyard gift they give (see pgs. 15-17 of the ELCA Good Gifts catalog).
- Create a bulletin board showing a student sitting at a desk, with an empty bookshelf behind her. Add paper cut-outs that look like the spines of books for each Training and Education gift that

is given (see pg. 11 in the ELCA Good Gifts catalog). This idea would also work well for gifts to the Fund for Leaders (pg. 5) or for Lutheran schools in the Holy Land (pg. 25).

CELEBRATE SUCCESS AND SAY THANKS

After the event, report back to the congregation on how much money was raised for ministry. Give thanks for everyone who helped, shopped, and gave generously.

- Place an announcement in the church bulletin.
- Update the bulletin boards or displays you created with photos from the event and the fundraising totals.
- Make an announcement during worship to express your thanks.
- Write an article for the church newsletter with stories from the ministries the congregation supported. You can find stories about ELCA World Hunger at www.elca.org/hunger/stories.

A PERSONAL TOUCH – *What are your ideas?*

- _____
- _____
- _____
- _____
- _____
- _____