



GLOBAL MINISTRIES
General Board of Global Ministries
THE UNITED METHODIST CHURCH

HIGHER EDUCATION & MINISTRY
General Board of Higher Education and Ministry

UMCOR
United Methodist Committee on Relief

Introducing the Campaign

Suggested email subject line: Give with Purpose this Holiday Season

In a world longing for compassion, healing, and hope, Christ calls us to see one another through eyes of faith, and to respond with love.

This Moment Matters. And this season gives us an opportunity to meet the moment with acts of generosity.

Instead of giving gifts that may soon be forgotten, we can offer something transformative: food for someone who is hungry, clean water for a community in need, education for a student, or a safe place for someone seeking refuge.

That's why [CHURCH NAME] is joining Global Ministries, UMCOR, and Higher Education and Ministry for the This Moment Matters Advance End-of-Year Giving Campaign from November 1 through December 31, 2026.

There are many ways to give with purpose during this season of generosity:

- **Pray faithfully** for those serving in mission and ministry and for the communities they serve within.
- **Share stories of hope** with your friends, family, and social networks, inviting others to join in.
- **Give generously**, knowing that your gift can become part of something much bigger.

Throughout the campaign, [CHURCH NAME] will share stories of lives being changed through the work of The United Methodist Church. You'll see how generosity helps provide shelter and support for those fleeing conflict, deliver life-saving medicine, bring food and clean water to communities, support students pursuing their educational dreams, and develop agriculture programs that provide both nourishment and income.

These are more than programs. They are people. They are families. They are communities. Our generosity can help change someone's tomorrow.

This season, give with purpose and give a gift that lasts—hope, healing, and the promise of a better future.

With hope,

SAMPLE LETTERS AND EMAILS



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GIVING TUESDAY Sample Letter / Email Option 1

Suggested email subject line: This Giving Tuesday, Give with Purpose

Every day, people around the world face challenges they cannot overcome alone. Families are struggling to put food on the table. Communities are recovering from crisis and disaster. Children and young people need opportunities to learn and thrive. And people who are already vulnerable are feeling the effects of shrinking resources and growing needs.

This Giving Tuesday, we have an opportunity to respond.

At [CHURCH NAME], we're joining people around the world on Tuesday, December 1, to give with purpose. Let's make a gift that reflects our faith and helps bring hope, healing, and opportunity to others.

Your gift to Global Ministries, UMCOR, or Higher Education and Ministry can become part of something much bigger: food for a family, support after a disaster, an opportunity for a student, or resources that help communities build a better future.

This Moment Matters, and so does what we choose to do with it.

Here's how you can get involved:

- **Give with Purpose** - Choose an area of mission or ministry that matters to you and make a gift that can change lives.
- **Share** - Invite your friends and family to join you in making a difference.
- **Pray** - Hold in prayer the people and communities touched by these ministries.

Learn more and explore ways to give at ThisMomentMatters.org.

This Giving Tuesday, let's give with purpose and help make hope possible.

With gratitude,

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GIVING TUESDAY Sample Letter / Email Option 2

Suggested email subject line: What Will Your Giving Make Possible?

Imagine a gift that becomes a meal for someone who is hungry.

A gift that helps a community recover after disaster.

A gift that opens a door to education and opportunity.

A gift that reminds someone they are not alone.

That is the power of giving with purpose.

On Giving Tuesday, December 1, [CHURCH NAME] is joining a global day of generosity and inviting you to make a gift to Global Ministries, UMCOR, or Higher Education and Ministry.

When we give with purpose, our generosity becomes more than a donation. It becomes hope in action. Together, we can help make a difference for people and communities both near and far.

You can be a part of this day of generosity when you give to [This Moment Matters](#).

- **Give with Purpose** - Give to an area of mission or ministry that speaks to your heart.
- **Share** - Encourage others to join you in giving.
- **Pray** - Pray for the people whose lives are touched by these ministries.

We may never meet the people our gifts help. We may never know their names. But through our generosity, we can help make a difference in their lives.

This Giving Tuesday, give with purpose. Give with compassion. Give with hope.

Learn more and explore ways to give at [This Moment Matters](#).

With gratitude,

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Thanksgiving Seasonal Letter / Email

For U.S. Churches

Suggested email subject line: This Thanksgiving, Give with Purpose

As we gather during this season of Thanksgiving, we are reminded of the many blessings in our lives and of the joy that comes when we share those blessings with others.

Christ calls us to be the light of the world, not simply by what we say, but by how we love and care for others. And when we choose to give with purpose, this moment can become an opportunity to bring hope to someone who needs it.

[CHURCH NAME] is joining Global Ministries, UMCOR, and Higher Education and Ministry for the [This Moment Matters](#) Advance End-of-Year Giving Campaign from November 1 through December 31.

Here are three ways you can be a light this Thanksgiving season:

- **Pray** for those impacted by the church's mission work and for the people who faithfully serve them.
- **Share stories of hope** with friends and family on social media and invite others to join you.
- **Give generously**, knowing your gift can help provide food, clean water, education access, healthcare, refugee support, and so much more.

Throughout the campaign, we'll share stories of people whose lives are being touched and transformed through the work of The United Methodist Church.

A gift may seem small, but what it makes possible can be life changing. A meal. A safe place to sleep. Medicine when it is needed. Clean water for a family. An opportunity for a student. Hope for a community rebuilding its future.

Every prayer matters. Every gift matters. Every act of generosity matters. Because This Moment Matters.

This Thanksgiving, let's celebrate what we have been given by giving with purpose. Together, we can offer a gift that endures and shares God's love with people and communities who need it most.

With gratitude,

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Christmas Seasonal Letter / Email 1

Suggested email subject line: This Christmas, Give with Purpose

Christmas reminds us that the love God gave so freely in Jesus Christ was never meant to stay still - it was meant to move, to reach, to find people who need to experience it most.

This year, [CHURCH NAME] is joining Global Ministries, UMCOR, and Higher Education and Ministry in supporting the This Moment Matters Advance End-of-Year Giving Campaign, running through December 31. It's a chance to turn our Christmas generosity into something lasting: food for a family facing hunger, medical care for someone who is sick, education for a student with a bright future ahead of them, safety for someone fleeing danger, and peace for communities caught in conflict.

Here's how you can be part of it:

- **Pray.** Hold in prayer the communities this campaign serves, and the missionaries and partners working alongside them.
- **Share.** Post about the campaign on social media, and invite friends and family to give alongside you.
- **Give.** Every gift, large or small, becomes part of something bigger...support that reaches real people in real need, all around the world.

As we share stories of the life-saving work of The United Methodist Church—families gaining access to clean water and stronger harvests through agricultural programs, children receiving vaccines and healthcare, students stepping into classrooms they couldn't otherwise afford, and refugees finding safety and welcome—we are reminded of the power of the UMC connection. And each story is a reminder that this moment, and your generosity, matters.

That's the heart of Christmas: love that reaches out. As you make room in your heart and your budget this season, we invite you to give with purpose and let that love reach further than ever.

With peace,

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Christmas Seasonal Letter / Email 2

Suggested email subject line: Give Hope. Share Love. Change Lives.

Not every gift fits under a tree. Some of the best ones—hope, dignity, a second chance—can't be wrapped at all. They're the kind of gifts that tell someone, "You are not forgotten."

This Christmas, [CHURCH NAME] invites you to give one of those gifts to Global Ministries, UMCOR, and Higher Education and Ministry through the [This Moment Matters](#) Advance End-of-Year Giving Campaign. Your generosity helps meet urgent needs across five areas: agriculture and food security, education, global health, migration, and peace — wherever the need is greatest.

Here's how to join:

- **Pray** for the people this work reaches and the hands that carry it out.
- **Share** this campaign with the people in your life and invite them to give alongside you.
- **Give**, knowing your gift can become something tangible. A meal for someone who is hungry, clean water for a community, medicine for someone who is sick, tuition for a student, or a path to safety for someone starting over.

Throughout the season, we'll share stories of what your generosity makes possible...not just what is given, but what it becomes in someone else's life. A gift becomes a harvest. A gift becomes a diploma. A gift becomes a homecoming.

This Christmas, let's give the gifts that actually change something. Let's be the hands and heart of Christ for someone who needs it.

This Moment Matters, and together, we can make it count.

With gratitude,

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