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).

- Order any printed materials you’d like to distribute (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 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.

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 and at @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.

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 or call 800-638-3522, ext. 2616.