



Many congregations organize and host special fundraisers and giving fairs for ELCA Good Gifts every winter. We know our members love that ELCA Good Gifts provide a meaningful alternative to traditional gift-giving while supporting the lifesaving ministries of this church one goat, water well or school uniform at a time.

Because in-person worship and gatherings are in question in many places, here is a how-to guide for online fundraisers to help you make the most of our digital tools this year! We've prepared this guide to help you make your online fundraiser a success!

Step 1 SET A GOAL



Any successful fundraiser starts with a good plan. **Some questions to consider:**

What is your goal?

One of the easiest things you can do is simply help promote this giving opportunity. Not every member of the ELCA has heard about ELCA Good Gifts. Your goal can be as simple as "getting the word out" or as ambitious as putting an end to hunger at this time when it is on the rise.

A growing number of ELCA members appreciate having meaningful alternatives to Christmas shopping and consumerism. ELCA Good Gifts are a great way to honor those we love who already have everything they need.

If you are feeling ambitious, a group goal or intention can help members feel part of something bigger. Think about the whole congregation or group: Can you set a goal for total dollars raised, the number of gifts or number of participants?

What is the time frame?

Set a target date by which you will accomplish your goal. For a Christmas-themed event, consider extending your deadline to Dec. 31 to accommodate donors who might want to give tax-deductible gifts at the very end of the year.

Step 2 ESTABLISH YOUR ONLINE TOOLS



Decide how you would like members to support your fundraising goal. Several options and tools are available to help you.

The basic approach: Shop online

The full ELCA Good Gifts catalog is available online. If gifts are given in honor of loved ones, donors can print, mail or email a customized card to let them know. Visit ELCA.org/goodgifts.

Create a group gift

For ELCA Good Gifts with a price tag of \$500 or more (a cow is \$500, a family farm is \$715 and a water well is \$2,500, for example), you can create a "group gift." To start a group gift, find the item in the catalog and select "Make this a group gift."

A group gift is right for you if:

- Your goal is to contribute one large item on behalf of many members.
- You'd like to have a list of who contributed and how much they gave.
- You don't think you're likely to far exceed your goal (the group gift stops as soon as the full amount is raised).

Here are more [FAQs on group gifts](#).

(Continued ...)



Step 2 ESTABLISH YOUR ONLINE TOOLS (CONTINUED)

Create a wish list

Similar to a wedding registry, a wish list allows you to create a list of items needed to achieve your goal. There's no limit to the number of items you can add to your list. To start a group gift, click on any product in the catalog and select "Create Wish List."

A wish list is right for you if:

- You'd like to design your fundraiser with many items and choices for members.
- You'd like to see how many items are purchased from your list.
- You don't need to see exactly who gave what and how much they gave.
- You need flexibility to add, change or modify your goal and list.

Here are more [FAQs on wish lists](#).

Design your own collection strategy

If you would normally encourage members to give their ELCA Good Gifts contributions directly to your congregation, make sure to create a new process to handle those donations online by creating a giving opportunity with online giving forms and apps. At the end of the season, send your collective gift with this [order form](#) or [give online](#).

Step 3 CREATE A COMMUNICATIONS PLAN

Since members might not be joining you in person to see posters in the narthex or announcements in the bulletins, think about how you can reach your members digitally or by mail.

Here are some useful tools to help you spread the word:

- Share this [one-minute video](#) about how ELCA Good Gifts work.
- Create posts on social media. Looking for graphics and inspiration? Check out our social media library and download some images you can customize for your own use.
- Put announcements in e-newsletters and emails. Here is some sample text:

Give something unexpected this Christmas!

In Christ, we receive the gift of God's love. Let us share God's love with others. [ELCA Good Gifts](#) are a fun, meaningful way to honor friends and family with Christmas gifts that go on to make a difference in the world. Choose from more than 50 gift-giving options ([goats](#), anyone?), each with the ability to make real, lasting change in the life of someone in need. Give in honor of someone special and you can print, mail or email a card to let them know.

- [Order physical resources](#) if you can use them. Catalogs, stickers, ornaments, posters, bulletin inserts and more are available for free, with free shipping, while supplies last!
- Keep an eye on ELCA communications and offers by [subscribing to email updates](#). If you're on any of our newsletter lists, you'll be the first to hear about special daylong matching challenges, deadlines and other offers that are great to pass along to members.

Step 4 SAY THANKS



Your gifts are put to work right away, supporting ministries like [ELCA World Hunger](#) and [Lutheran Disaster Response](#). Here are some helpful [stories](#) and [videos](#) that will help illustrate the lasting change made possible by your gifts.

Questions? Feedback? Ideas? We're here to help.
Please contact us at 800-638-3522 or giving@elca.org.