

Transformed by Generosity

“And we all, who with unveiled faces contemplate the Lord’s glory, are being transformed into his image with ever-increasing glory, which comes from the Lord, who is the Spirit.”

2 Corinthians 3:18



Transformed by Generosity

Welcome to this year's Retired Ministers and Missionaries Offering (RMMO) materials. We are grateful for your support. This guide provides a bird's eye view on how to conduct and celebrate the offering.

Since the coronavirus pandemic began more than a year ago, we have all learned new ways to embody the kingdom while continuing to reflect the gospel. Through the commitment and faith of churches and ministries throughout the American Baptist denomination, we intentionally held tight to relationships within our congregations and communities.

The RMMO acknowledges and shares our collective appreciation for the extraordinary commitment of those who serve God's people. By participating in the RMMO, all congregants can celebrate the strength and perseverance of ministers, missionaries, and their widowed spouses by contributing to provide emergency assistance and "Thank You" checks.

The supporting scripture for this year's RMMO theme—"Transformed by Generosity"—reflects how this perseverance and commitment alter us: "And we all, who with unveiled faces contemplate the Lord's glory, are being transformed into his image with ever-increasing glory, which comes from the Lord, who is the Spirit" (2 Corinthians 3:18).

Through RMMO, we hope you are inspired to give to those who continue to transform and embody the spirit of Christ—and may we each be transformed by the opportunity to be generous in giving.

Thank you!

1

Set the date

RMMO takes place the first Sunday in December (Dec. 5 this year), but you may conduct the offering at a time that works best for your congregation.

2

Set the goal

Our goal in 2021 is to increase the number of American Baptist churches that participate in RMMO—in 2020, fewer than 25% of churches participated. We encourage you to draw on our American Baptist spirit of voluntary cooperation to help grow that number and achieve our 2021 goal. Even small gifts show our collective support for our pastoral leaders.

3

Create a calendar

In the weeks leading up to your scheduled RMMO, use this guide and our supplied online calendar pdf to create a timeline that works for your congregation. This guide offers ideas for activities during church services, sermons, suggested social media posts and other events.

4

Introduce the offering

Kick off RMMO by explaining the offering's purpose, history and significance during one of your congregation's services.

5

Promote the offering

Traditionally, this appeal relies on communicating the theme and purpose of the RMMO via printed promotional materials. However, given the continued impact of the pandemic and our goal to provide more eco-friendly options, all printable and digital promotional materials can be found on abc-usa.org/RMMO.



RMMO Checklist

RMMO is an opportunity to highlight the service and ongoing impact current and retired ministers and missionaries make in the community especially during these unparalleled times.

As a helpful resource, here is a check list to use as you prepare to conduct RMMO.

Promotional Ideas

- ☐ Prepare questions for discussion – Some examples include:
 - During these times, how can we transform lives within our community?
 - What pastoral leaders and/or missionaries have inspired you and your loved ones, have been there during important life milestones, and brought you closer to Jesus Christ?
- ☐ Outreach to recipients – Identify RMMO recipients and ask them to share the significance this support had for them. How is RMMO a source of generosity and connection that expresses appreciation for their service?
- ☐ Outreach to donors – Identify past donors and ask them to share personal stories of why they gave and the ways pastors have impacted their faith journeys
- ☐ Highlight these inspirational stories, along with details about your congregation's participation in RMMO:
 - In the Sunday worship bulletin
 - During the Sunday service
 - On the church website, Twitter, Instagram or Facebook page
 - In the church newsletter

- ☐ Post messages or scriptures online of gratitude and the importance of supporting RMMO
- ☐ Share inspirational lessons of transformation and generosity throughout the year, not only around the time of RMMO
- ☐ Talk to church members who oversee various ministry programs to uncover personal stories. These may include:
 - Meal deliveries to the elderly or a food pantry
 - Nursing home and hospital visits wherever possible
 - Volunteer programs at homeless shelters
 - Prison ministry
- ☐ Promote the RMMO on your church YouTube channel or Facebook Live (if applicable)

Collect the RMMO Offering – WHEN

- ☐ Set a date(s) - The most popular time is between Thanksgiving and Christmas
- ☐ Put the date(s) on your church calendar
- ☐ Designate the first Sunday in December (Dec. 5 this year) as RMMO Sunday
- ☐ Collect during the announcements
- ☐ Select a time that will not compete with too many other offerings
- ☐ Continue to collect throughout December, including at Christmas Eve and Christmas Day services

Collect the Offering – HOW

- ☐ Review all the available RMMO promotional materials (in this packet and online at abc-usa.org/RMMO)
- ☐ Provide offering envelopes and newsletter in the pews and mail to congregation members not in attendance
- ☐ Create a memorable tradition for your congregation's RMMO offering
- ☐ Prior to collection, have the pastor read a message from a retired minister or missionary who is a member of the congregation
- ☐ Invite a former missionary to share stories with their congregation of their life abroad
- ☐ Ask church members to share personal stories
- ☐ Invite a retired minister or missionary to deliver a sermon and ask him or her to include stories of their service
- ☐ Set up online giving through the church's website to supplement in-person giving, some options include: givelify.com, tithe.ly, ministrybrands/ministryid, shelbysystems.com, paypal.com, donorperfect.com, easytithe.com

(DISCLAIMER: The inclusion of third-party links does not constitute an endorsement)

Engage Young People - Some ideas include:

- ☐ Identify a recipient of RMMO still working to serve God in various ministries
- ☐ Discuss during Sunday School (if applicable)
- ☐ Encourage youth groups to write letters or draw pictures of thanks to ministers or missionaries who have touched their lives or who have retired
- ☐ Post online messages from youth thanking ministers or missionaries

After the Offering

Send the RMMO offering to:

American Baptist Churches USA/
Mission Resource Development

PO Box 851

Valley Forge, PA 19482-0851

or donate online at:

www.abc-usa.org/RMMO
click on the GIVE ONLINE button



Social Media

Using social media to support RMMO is a meaningful way to inspire and share information to your congregation. To help your promotional efforts, here are some suggested posts for Facebook, LinkedIn and Twitter.

Please feel free to edit or modify as necessary.

Facebook/LinkedIn

#1 — Rooted in gratitude, RMMO provides financial support for ministers, missionaries and widowed spouses who have helped build and sustain our churches. Please give at your church or visit www.abc-usa.org/RMMO

#2 — During these times, supporting RMMO is an opportunity to highlight the selfless contributions retired ministers and missionaries have made in the community. Donate online at www.abc-usa.org/RMMO

#3 — Transformed by Generosity
#TransformedbyGenerosity is the 2021 RMMO theme. Please donate to help retired ministers, missionaries and their widowed spouses. Give at your church or visit www.abc-usa.org/RMMO

#4 — Say “thank you” to retired pastors and missionaries who have served ABCUSA churches and ministries through your gift to the 2021 RMMO. Show your support, give at your church or visit www.abc-usa.org/RMMO



Twitter/Instagram

#1 — RMMO provides generous support to those who serve as @AmericanBaptist ministers, missionaries and their families.
#TransformedbyRMMO #PastoralGenerosity
#RMMO #RMMOGiving www.abc-usa.org/RMMO

#2 — Celebrate the legacy of RMMO and pay tribute to God’s servants. @AmericanBaptist ministers, missionaries and widowed spouses. Donate at www.abc-usa.org/RMMO
#RMMOGiving
#RMMOTransformedbyGenerosity

#3 — Offer Jesus’ ministry of care towards others @AmericanBaptist retired ministers, missionaries and their families.
#TransformedbyGenerosity #RMMO
#RMMOGiving

Hashtags and Links

#RMMOTransformedbyGenerosity,
#TransformedbyGenerosity, #ThankYouRMMO,
#RMMOSupportsPastors
#GivingRMMO,
#RememberingRMMO, #SupportRMMO,
#celebrateRMMO, #TransformedbyRMMO,
#RMMO, #RMMOGiving, @AmericanBaptists,
@ABCUSA

Key Materials

To help make promoting RMMO easy during these difficult times. We included the following resources:

#1 — Offering Envelopes that can be mailed or distributed to your congregation

#2 — Newsletter to accompany the offering envelopes and be distributed to congregants

#3 — Jpegs and animated GIFs that include quotes and inspirational photos

#4 — Testimonials provided throughout all the RMMO materials to motivate and encourage your congregation

#5 — Social Media posts – refer to previous page in this guide

#6 — Promotional Emails

Additional promotional materials are available for free. To request please email Rmmo@mmbb.org.



**All 2021 RMMO marketing materials are available on www.abc-usa.org/RMMO*

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