

Hope for Today Hope for Tomorrow

“For I know the plans I have for you,” declares the LORD, “plans to prosper you and not to harm you, plans to give you hope and a future. Then you will call on me and come and pray to me, and I will listen to you. You will seek me and find me when you seek me with all your heart.”

Jeremiah 29:11-13 (NIV)



2020 Retired Ministers & Missionaries Offering

Congregants have always looked forward to coming together to worship in the house of the Lord. During these unprecedented times, this type of fellowship has been disrupted and pastors have stepped up to provide creative and inventive online alternatives. They have also been called to offer greater outreach to congregations and communities in need of hope, promise and support. On behalf of American Baptist Churches USA, the Retired Ministers and Missionaries Offering (RMMO) is a personal offering rooted in thanks for the immeasurable ways ministers and missionaries continue to guide members of the church toward faithful and committed discipleship.

This year, to honor this tradition and acknowledge the current circumstances, we chose *Hope for Today, Hope for Tomorrow* as our theme. This theme encompasses the true strength and dedication of ministers, missionaries and their widowed spouses who have devoted 15 years or more to ABCUSA.

Christians facing uncertainty and difficult situations today can take comfort in the text from **Jeremiah 29:11-13** which states, ¹¹ “For I know the plans I have for you,” declares the LORD, “plans to prosper you and not to harm you, plans to give you hope and a future. ¹² Then you will call on me and come and pray to me, and I will listen to you. ¹³ You will seek me and find me when you seek me with all your heart.”

To help your congregation organize RMMO, we provided a mix of printed and online marketing materials available at abc-usa.org/RMMO. We understand the challenges churches are facing and wanted to offer practical options for a successful campaign.

We hope you will support our ministry and partner with us to encourage participation within your congregation. Through your generosity in 2019, RMMO provided *Thank You* checks to more than 3,432 eligible recipients. Our goal for the 2020 national RMMO campaign is to reach \$1.2 million.

Honoring those who have walked and prayed with you over the years gives us everlasting *Hope for Today, Hope for Tomorrow*.



Rev. Dr. Perry Hopper
Associate Executive Director
MMBB Financial Services

1

Set the date

RMMO traditionally takes place the first Sunday in December (Dec. 6 this year), but you may conduct the offering at a time that works best for your congregation. Churches can choose a different Sunday, or receive RMMO as part of a month-long focus on the theme, *Hope for Today, Hope for Tomorrow*.

2

Set the goal

Setting a specific offering goal helps church members better understand what they are working toward and allows you to celebrate the success of reaching that goal.

3

Create a calendar

In the weeks leading up to your scheduled RMMO, use this guide to create a calendar that works for your congregation. This guide offers ideas for activities during church services, sermons, suggested social media posts and other events that reinforce RMMO's expression of *Hope for Today, Hope for Tomorrow*.

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 impact of the pandemic and our goal to provide more eco-friendly options, all digital promotional materials can be found on abc-usa.org/RMMO.



RMMO Checklist

Raising up the legacy and expressing stories of *Hope for Today, Hope for Tomorrow* is one of the most meaningful ways to personalize RMMO for your congregation. Giving thanks, both for the service of retired ministers and missionaries, and for the gifts provided by your congregation, fosters a spirit of care and connection within your community.

As a helpful resource, here is a check list to utilize as you prepare to conduct RMMO. Feel free to print it out or comment directly in the guide.

Promotional Ideas

- Craft questions for discussion – Some examples include:
 - During these times, how can we provide hope within our community?
 - Why are you inspired to give back?
- Outreach to recipients – Identify RMMO recipients and ask them to share the significance this support had for them. How is RMMO a source of hope 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 or Facebook page
 - In the church newsletter

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. 6 this year) as RMMO Sunday
- Collect during Christmas Eve services
- Collect during the announcements
- Select a time that will not compete with too many other offerings
- 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)

Collect the Offering – HOW

- Review all the available RMMO promotional materials (in this packet and online at abc-usa.org/RMMO)
- 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
- Post messages or scriptures online of hope and the importance of supporting RMMO
- Invite a retired minister or missionary to deliver a sermon and ask him or her to include stories of their service

- Share inspirational lessons of hope and celebration throughout the year, not only around the time of RMMO
- Provide offering envelopes in the pews and mail to congregation members not in attendance
- 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 (if applicable)

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:

**ABC Mission Center
PO Box 851
Valley Forge, PA 19482-0851**

or donate online at:

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

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



Social Media

In the wake of Covid-19, people are spending more time online. Leveraging social media to support RMMO is an effective way to stay connected with your congregation.

To help your efforts, here are some suggested posts. Please feel free to edit or modify as necessary. In addition, we provided inspirational quotes (Jpegs) and GIFs for online or social media posting.

Facebook/LinkedIn

#1 — Grateful to our retired ministers, missionaries and widowed spouses who have helped to build ministries that provide the hope that sustains churches and communities today and to come. Please give at your church or visit www.abc-usa.org/RMMO

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

#3 — Hope for Today, Hope for Tomorrow #hopetoday&tomorrow is RMMO's theme this year. Please donate to help retired ministers, missionaries and their widowed spouses. Give at your church or visit www.abc-usa.org/RMMO

#4 – Continuing to provide hope in this time of crisis, please donate to retired ministers, missionaries and their widowed spouses. Show your support, give at your church or visit www.abc-usa.org/RMMO



Twitter/Instagram

#1 — RMMO provides hope and honors those who serve as @AmericanBaptist ministers, missionaries and their families. #GivingHopeRMMO #RMMO #RMMOgiving www.abc-usa.org/RMMO

#2 — Celebrate the legacy of RMMO and honor God's servants. @AmericanBaptist ministers, missionaries and widowed spouses. Donate at www.abc-usa.org/RMMO #RMMOgiving #RMMOTodayTomorrow

#3 — Support those who provide hope for today and tomorrow @AmericanBaptist retired ministers, missionaries and their families. #HopeforTodayRMMO #RMMO #RMMOgiving www.abc-usa.org/RMMO

Hashtags and Links

#liftingupRMMO, #RMMOgiving, #GivingHopeRMMO

#celebrateRMMO #HopeforToday #RMMOTodayTomorrow #HopeforTomorrow

#rememberingRMMO #honorRMMO #RMMO, #RMMOgiving, @AmericanBaptist,

www.abc-usa.org/RMMO, www.abc-usa.org

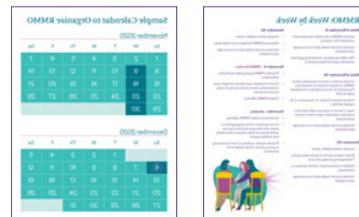
Key Materials

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 — Online Bulletin Inserts for inclusion in church newsletters or online promotional use for printing



#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 — Video – available on abc-usa.org/RMMO

***Online Bulletin Inserts, Jpegs, Gifs and Video are available on www.abc-usa.org/RMMO**

Additional promotional materials are available for free. Please email Rmmo@mmbb.org.



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