

THE RETIRED MINISTERS AND MISSIONARIES PROMOTIONAL GUIDE

For all they've done for us.



RMMO2022

I thank my God every time I remember you. Phil.1:3

Pray.
Listen.
Baptize.
Marry.
Direct.
Lead.
Bury.
Comfort.
Counsel.
Mourn.
Welcome.
Intercede.
Guide.
Celebrate.
Enlighten.

We all remember the pastor or missionary who made a difference in our lives.

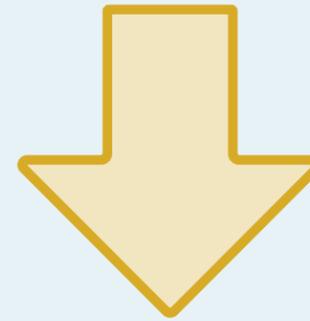
The ones who were with us in the big moments and small. With leadership, listening, wisdom, condolence or just the right prayer when needed most, their selfless service has a lasting effect. the **Retired Ministers and Missionaries**

Offering is a way to give back.



Send the RMMO offering to:
**American Baptist Churches USA/
Mission Resource Development
PO Box 851
Valley Forge, PA 19482-0851**
or donate online at abc-usa.org
and click on the “GIVE ONLINE”
button at the top right

5 things you can do:



1 Set the date

RMMO takes place the first Sunday in December (Dec. 4 this year), but you may conduct the offering at a time that works best for your congregation.

2 Set the goal

Our goal in 2022 is to increase the number of American Baptist churches that participate in RMMO so that we can give even more to those who have faithfully served us. We encourage you to draw on our American Baptist spirit of voluntary cooperation to help our numbers grow. Even small gifts show our support for our pastoral leaders.

3 Create a calendar

In the weeks leading up to your scheduled RMMO, use this guide and the calendar posted online at abc-usa.org/RMMO 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

This involves using traditional printed promotional materials like posters, bulletin inserts and offering envelopes. In addition, an animated video and shorter social media videos and posts have been created especially for this offering. All printable and digital promotional materials can be found on: abc-usa.org/RMMO.

Ways to get the word out.

Promoting the RMMO in a variety of venues and on social media outlets is essential to helping your congregants reflect on those who have served and become inspired to give.

Promotional Ideas

Prepare questions for discussion -
Some examples include:

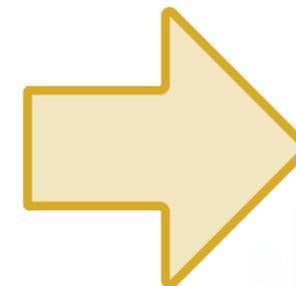
- Remembering all that our pastors have done for us, what can we do for them?
- What pastoral leaders and/or missionaries have inspired you and your loved ones, have been there during important life milestones, and brought you closer to Jesus Christ?
- Outreach to recipients - Identify RMMO recipients 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 RMMO.
- Share inspirational lessons of transformation and generosity throughout the year, not only around 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).

When should you take up the offering?

Collect the RMMO Offering

- 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. 4 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
- Use a third-party online giving tool. Some options include: givelify.com, tithe.ly, ministrybrands.com/ministryid, shelbysystems.com, paypal.com, donorperfect.com, easytithe.com

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



How should you collect the offering?

- 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.



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How can you engage young people?

Some ideas include:

- Use the video, reels and motion graphic content we have created in social media outlets
- 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

Pastor Millie really was there for me though one of the roughest times of my life...

I know, she is the best. Can't imagine where I would be without her.

We should post something to thank her.



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 — For all they've done, 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 abc-usa.org/RMMO

#2 — Supporting RMMO is an opportunity to highlight the selfless contributions retired ministers and missionaries have made in the community. Donate online at abc-usa.org and click on the "GIVE ONLINE" button at the top right.

#3 — For all they've done. #ForAllTheyveDone is the **RMMO2022** theme. Please donate to help retired ministers, missionaries and their widowed spouses. Give at church or visit abc-usa.org

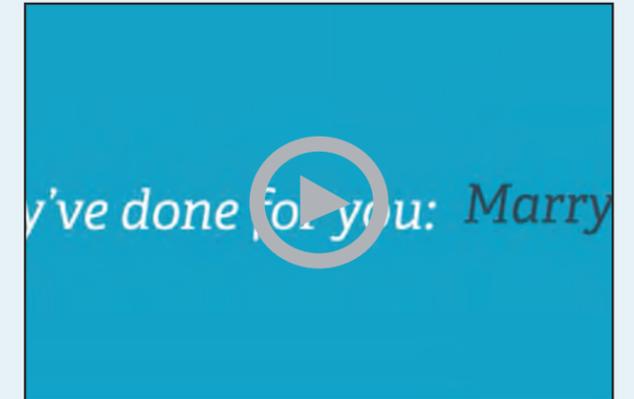
#4 — Say "Thank You" to retired pastors and missionaries who have served ABCUSA churches and ministries through your gift to **RMMO2022**. Show your support, give at your church or donate online at abc-usa.org and click on the "GIVE ONLINE" button at the top right.

Twitter/Instagram

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

#2 — Celebrate the legacy of RMMO and pay tribute to God's servants for all they've done. @AmericanBaptist ministers, missionaries and widowed spouses. Donate online at abc-usa.org and click on the "GIVE ONLINE" button at the top right.

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

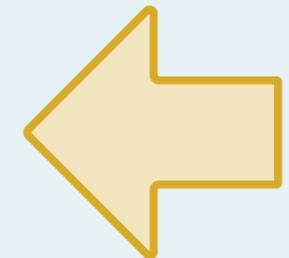


Motion Graphics for Social Media

This year we have some exciting new digital assets for Facebook, Instagram and Twitter. Our message translated into video, reels and motion graphic content that you can post to almost any format. Go to abc-usa.org/RMMO to download in all the various formats you may need, It's a great way to reach new and younger audiences.

Hashtags and Links

#RMMOForAllTheyveDone, #ForAllTheyveDone, #ThankYouRMMO, #RMMOSupportsPastors, #GivingRMMO, #RememberingRMMO, #SupportRMMO, #celebrateRMMO, #RMMO, #RMMOGiving, @AmericanBaptists, @ABCUSA



Materials to Distribute on RMMO Sunday.

Print Materials

Print is still a very viable way to reach your congregation with the RMMO message. We have provided several ways to use print:

#1 — Posters reminding folks of all the times our pastors have been there for them.

#2 — Bulletin Inserts that further explain the history and reason for the offering. Ahead of RMMO Sunday, make enough photocopies (double-sided) and fold before inserting in your bulletin.

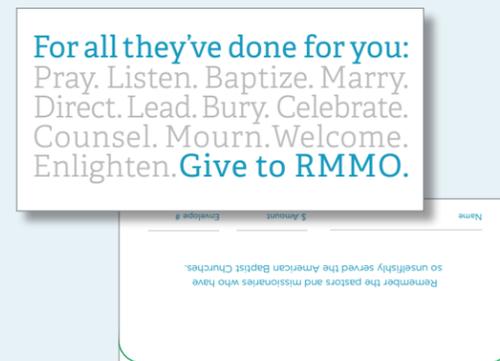
#3 — Offering envelopes to make it easy to give to RMMO.



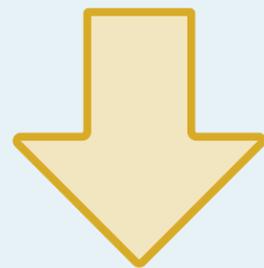
11' x 17" Poster



Bulletin Insert



Offering Envelopes



Need additional materials to distribute to your congregation? Please e-mail your request to RMMO@mmbb.org.

Centerpiece Video

RMMO2022 has an incredible animated video conveying our message in a very powerful way. There is a full version (:45 sec.) to show on RMMO Sunday and video shorts as well for social media, web sites and sharing through email links. Please visit abc-usa.org/RMMO to download.



ABCUSA

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