

RMMO  
2023

Promotional  
Guide



*“Good will come  
to those who are generous  
and lend freely,  
who conduct their affairs  
with justice.”* *Psalm 112: 5 (NIV)*

*Good will come from  
community, connection, caring.  
Good will come from giving.*

*RMMO is always about celebrating, thanking, and lifting up our servant leaders. The offering originated in the mid-1930s as the Communion Fellowship Offering and since 1977 has been known as RMMO. The RMMO funds your church collects are distributed as thank you checks to retired ordained ministers and commissioned missionaries who have devoted 15 years or more to ABCUSA, as well as surviving spouses. A certain portion of funds is also allocated for direct emergency assistance.*

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See [abc-usa.org/RMMO](https://abc-usa.org/RMMO) for PDFs (in English and Spanish) and social media files.



# Guide to Your Promotional Materials

Your box of resources includes the following items, with quantities determined by the box code associated with your church.\* (If you have received only this guide, there is no box code associated with your church.) Materials are also available online as printable PDFs at [abc-usa.org/RMMO](http://abc-usa.org/RMMO).

## 2023 Promotional Guide

This guide will assist you and your RMMO committee in planning for RMMO2023, educating your congregation, and announcing this year’s theme: “Good will come!” See Your Month-by-Month Planning Worksheet on p. 8 to help organize your team and tasks.

## Social Media GIFs

Please visit [abc-usa.org/RMMO](http://abc-usa.org/RMMO) to download ready-to-post social media GIFs that make promoting RMMO online easy!

## RMMO2023 Poster (available in English and Spanish)

Create a prominent display with the poster. Call attention to the poster each week through announcements during worship, Sunday school, and in newsletters or social media platforms.

## Printed Bulletin Insert (available in English and Spanish)

Use this fold-over bulletin insert as an educational resource in worship, in your newsletter, and during fellowship hour, meals and meetings.

## Offering Envelopes

Distribute envelopes generously. Include them in a letter from your pastor to all members and friends, in pews, and in Sunday bulletins. Put envelopes in several places to make it easy for people to give when it is most convenient.

## Need more?

To order additional quantities of any printed materials, please send an e-mail to [RMMO@mmbb.org](mailto:RMMO@mmbb.org).

### \*Update Your Box Code

Based on information that you provide, your church is assigned a box code for each ABCUSA denominational offering. Box codes are stored in your church record in the NetSuite database at the Office of the General Secretary. This code determines the materials the church will receive for each ABCUSA denominational offering. To find out your box code for RMMO, update the code and/or your church’s contact and mailing information, please contact your regional office.

Good will come from community.  
Good will come from connection.  
Good will come from caring.  
Good will come from giving.



**RMMO2023: Good will come.**

“Good will come to those who are generous and lend freely, who conduct their affairs with justice.” — Psalm 112:5 (NIV)

Good came from the pastors, missionaries, and leaders who have served ABCUSA churches and ministries. Through your giving to RMMO2023, good will come back to each of them in the form of a thank you check—a tangible expression of our enduring gratitude for their service.  
RMMO2023: Good will come.

“Good will come to those who are generous and lend freely, who conduct their affairs with justice.” — Psalm 112:5 (NIV)

**Good will come from community.**  
“Thank you for the check. It truly was a joy to work for the church for 44 years. Blessings to you all.”  
— Judy of California

**Good will come from caring.**  
“It is a blessing to know that our ministry has made a difference in the lives of the people and churches we have served for the past 50 years.”  
— Pastor Bill of Ohio

**Good will come from giving.**  
“I am sure I represent many widows who are happy to receive this [thank you check] from the churches we served.”  
— Widow of Florida pastor

**RMMO2023: Good will come.**  
Good came from the pastors, missionaries, and leaders who have served ABCUSA churches and ministries. Through your giving to RMMO2023, good will come back to each of them in the form of a thank you check—a tangible expression of our enduring gratitude for their service.

**What is the Retired Ministers and Missionaries Offering?**  
RMMO is a congregational offering and a joint project of ABCUSA and MMBB. Collected annually in December from participating congregations, RMMO funds are distributed as thank you checks to ABCUSA retired ordained ministers and commissioned missionaries who have devoted 15 years or more to our denomination, as well as surviving spouses. A certain portion is also allocated for direct emergency assistance. The offering originated in the mid-1930s as the Communion Fellowship Offering and since 1977 has been known as RMMO.

Please make your gift in the envelopes provided by your church.

ABCUSA  
PO Box 851  
Valley Forge, PA 19482

MMBB Financial Services  
475 Riverside Drive  
Suite 1700  
New York, NY 10115-0049

**Good will come from community.**

“Thank you for the check. It truly was a joy to work for the church for 44 years. Blessings to you all.”  
— Judy of California

**RMMO2023: Good will come.**  
Give at church on December 3 or online at [abc-usa.org](http://abc-usa.org).

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“I am sure I represent many widows who are happy to receive this [thank you check] from the churches we served.”  
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**Good will come from community, connection, caring.**

**Good will come from giving.**



# Promotion Checklist:

## A Month-by-Month Guide

Thank you for planning and conducting RMMO in 2023. Below is a Month-by-Month Guide to help you begin planning for RMMO Sunday (October), educate and inspire your congregation (November), and announce this year’s theme that “Good will come” (December). See Your Month-by-Month Planning Worksheet on p. 8 to help organize your team and tasks.

### Plan (October)

- ☐ Identify RMMO committee members, including youth, and schedule a first meeting.
- ☐ With your leadership team, set a realistic yet challenging offering goal.
- ☐ Encourage your congregation to reflect on Psalm 112:5 and the good that God promises to those who are “generous and lend freely, who conduct their affairs with justice.”
- ☐ Plan to receive the offering on **RMMO Sunday, December 3**, or another date that works for your congregation. Put this date on your church calendar.
- ☐ Familiarize yourself with each of the promotional pieces:

### Educate and Inspire (November)

- ☐ Begin receiving gifts:
  - Place offering envelopes in the pew racks each week.
  - If possible, set up online giving through your church’s website to supplement in-person giving.
- ☐ Include announcements and testimonials in your newsletter.
- ☐ Download the GIFs provided online at [abc-usa.org/RMMO](http://abc-usa.org/RMMO) and post them repeatedly to your church’s social media pages.
- ☐ Invite a retired minister to deliver a guest sermon. Extend the message in a children’s service or to a youth group.
- ☐ Host a virtual or in-person talk/visit from a retired missionary about their mission experiences. Extend the message in a children’s service or to a youth group.
- ☐ **Sunday, November 26:** Share stories of generosity during Thanksgiving weekend services and announce that RMMO Sunday is one week away.
- ☐ Invite youth to speak to how clergy and missionaries have touched their lives.
- ☐ Display the offering poster in a prominent place. Set up a visual display to track the offering. Update your display each week.
- ☐ Enclose bulletin inserts in weekly bulletins.

### Commemorate (December)

**Sunday, December 3:**

- ☐ Preach to Psalm 112:5.
- ☐ Invite church members or guests to share why RMMO is important to them.
- ☐ Collect the RMMO offering.
- ☐ Plan a post-service celebration to continue to share stories and celebrate guest speakers.

### Celebrate (December into January)

- ☐ Announce progress toward your fundraising goal to the congregation and celebrate their generosity.
- ☐ If you did not meet goal, celebrate what you have received and announce that you have set aside one or two more Sundays for people to give.
- ☐ Invite members of the congregation to share why they give and how they are celebrating the older adults in their family during the holiday season.
- ☐ **Sunday, December 24:** Offer an additional opportunity for congregants to give to RMMO.
- ☐ Provide a fundraising update and set a final deadline for donations.

### Send In Your Gift

#### Mail

Send a check with the name of your church to:

American Baptist Churches USA/  
Mission Resource Development  
PO Box 851  
Valley Forge, PA 19482-0851

#### Online

- 1 Go to [abc-usa.org](http://abc-usa.org) and click on the “GIVE ONLINE” button at the top right.
- 2 For “Fund,” select, “Retired Ministers and Missionaries Offering.”
- 3 Provide your church name in the “Comment” box.



# Invite Youth to Energize Your Efforts

The voices of our youth are powerful. Their voices and testimonies can provide compelling witness to the influence of caring adults who listen, guide, and mentor.

Plus, they are full of energy! And they know the social media landscape. Let their insights and ideas help you promote RMMO in novel ways.

- ☐ Invite youth to join your RMMO planning committee.
- ☐ Download the social media GIFs from [abc-usa.org/RMMO](http://abc-usa.org/RMMO) and have youth participate in scheduling and posting online content.
- ☐ Supplement the content provided with personalized messages from youth thanking ministers or missionaries who have made a difference in their lives.
- ☐ Have youth speak during services leading up to RMMO Sunday.
- ☐ Discuss during Sunday School or Bible Study.
- ☐ Encourage youth groups to write letters or draw pictures of thanks to ministers or missionaries and post them alongside the RMMO poster in a prominent location.



# Be Savvy With Social Media

Consider these suggested Facebook, LinkedIn, and Instagram posts to help jumpstart your social media promotion.

## Facebook

Your gift to RMMO2023 goes toward thank you checks and direct emergency assistance to ABCUSA clergy and missionaries who have served. Give generously and good will come (Psalm 112:5). Give at church or online at [abc-usa.org](http://abc-usa.org).

Goodness came from the pastors, missionaries, and leaders who have served ABCUSA churches and ministries. Through giving to RMMO2023, good will come back to each of them in the form of a thank you check and/or direct emergency assistance. RMMO2023: Good will come. Give at church or online at [abc-usa.org](http://abc-usa.org).

## Instagram

Give generously and good will come (Psalm 112:5). RMMO2023: Good will come. Give at church or online at [abc-usa.org](http://abc-usa.org).

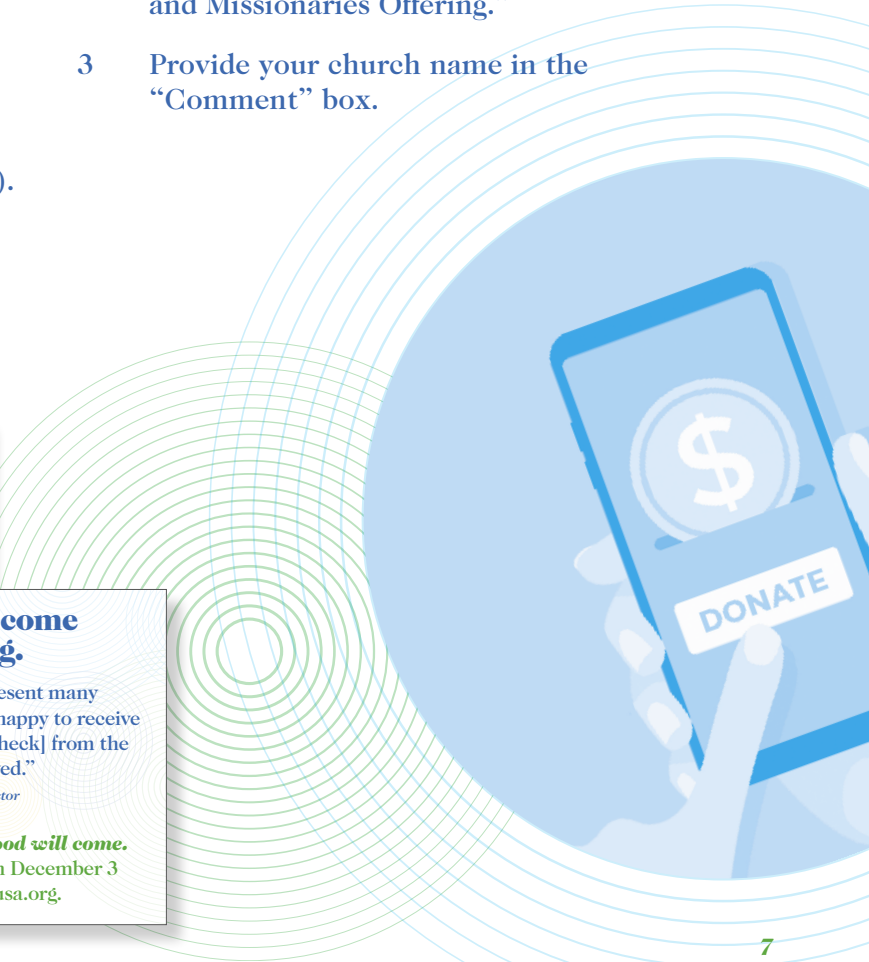
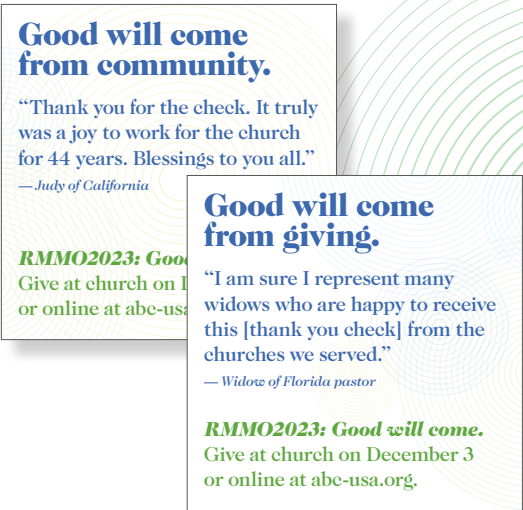
Celebrate, thank, and lift up our servant leaders. RMMO2023: Good will come. Give at church or online at [abc-usa.org](http://abc-usa.org).

## Suggested Hashtags

#RMMO  
#RMMOgiving  
#RMMOGoodWillCome  
#abc-usa.org/RMMO

## Instructions for Giving Online

- 1 Go to [abc-usa.org](http://abc-usa.org) and click on the “GIVE ONLINE” button at the top right.
- 2 For “Fund,” select, “Retired Ministers and Missionaries Offering.”
- 3 Provide your church name in the “Comment” box.





# Your Month-by-Month Planning Worksheet

With suggested milestones

## October (week of): PLAN

1 Identify committee members

8

15

22

29 Planning meeting

## November (week of): EDUCATE and INSPIRE

5

12

19

26 Testimony Sunday

## December (week of): COMMEMORATE

3 RMMO Sunday

10

17

24 Additional collection

31 Announce progress and give thanks

## January (week of): CELEBRATE

7

14

21

28 Mail your gift

## Tasks

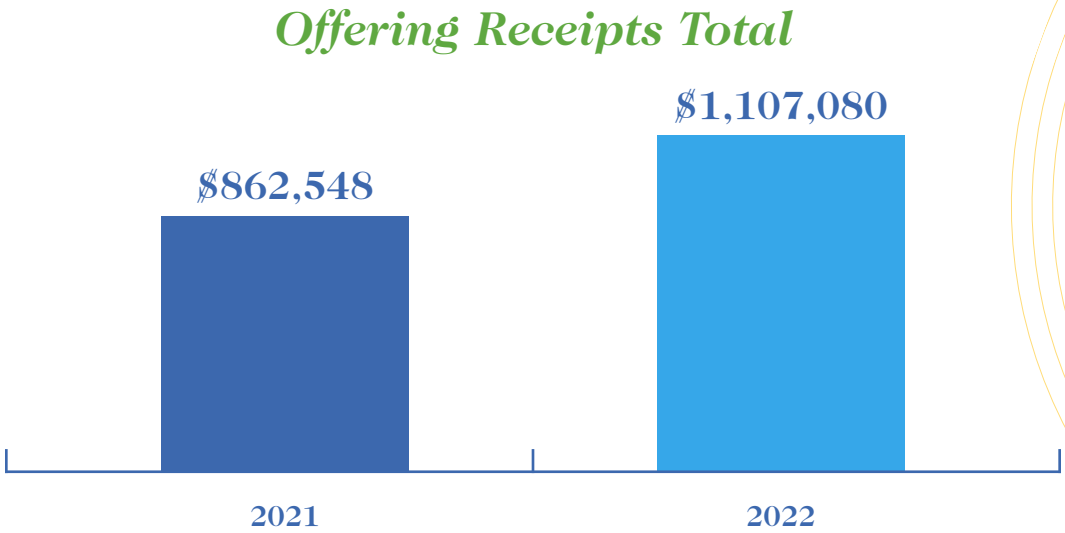
- ☐ Download resources at [abc-usa.org/RMMO](https://abc-usa.org/RMMO)
- ☐ Set fundraising goal
- ☐ Place envelopes in pews
- ☐ Set up online giving
- ☐ Schedule guests to give testimony
- ☐ Encourage reflection on Ps. 112:5
- ☐ Post to social media
- ☐ Schedule announcements
- ☐ Use bulletin inserts
- ☐ Display poster
- ☐ Engage youth
- ☐ Involve children/Sunday School
- ☐ Plan sermon for RMMO Sunday
- ☐ Provide fundraising updates
- ☐ Host celebration

# 2022 RMMO Financial Report

## How your gifts thanked our retired clergy and missionaries

The 2022 offering receipts totaled \$1,107,080, an increase of 28.3% when compared with the 2021 receipts of \$862,548. Please see graph below that shows the distribution of gifts from 2022 receipts.

More than half of receipts were distributed by MMBB on behalf of American Baptists in the form of thank you checks; 3,332 checks were distributed in 2022 ranging from \$50 to \$256. The average check was \$154.





**ABCUSA**  
PO Box 851  
Valley Forge, PA 19482

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Suite 1700  
New York, NY 10115-0049