

AREA COORDINATOR HANDBOOK: EXECUTIVE SUMMARY



Open hearts. Open minds. Open doors.

The people of The United Methodist Church®

Area Coordinators Responsibilities

Goal

Engage local congregations of The United Methodist Church (UMC) in the ministry of Imagine No Malaria (INM) by sharing the five-step plan, assisting activity development, organization, and completion, and gaining participation from local congregations. Volunteer assistance is needed for a period of three to six months.

Responsibilities Prior to Conference Launch (1 hour per week)

- Participate in an informational webinar about INM, hosted every Tuesday at 9:00 a.m. or 5:00 p.m. CST
- Build knowledge of malaria: visit www.ImagineNoMalaria.org to watch informative videos, download helpful resources and sign up for Mosquito Bytes (INM's monthly newsletter)
- Schedule an awareness presentation with each church in the assigned cluster:
 - Share video during worship service or Sunday School classes (*provide DVD if not able to be attend*)
 - Ask pastor to sign the "We're kickin' bugs and takin' names" action pledge card, and encourage their subscription to Mosquito Bytes
 - Encourage pastor, mission or outreach leader and others to attend a district training presentation
 - Deliver educational materials (poster brochure and INM DVD) to build local church awareness

Responsibilities During Active Involvement (2 hours per week)

- Attend Mobilization Team training on five-step plan for church engagement led by INM Field Coordinator
- Attend model church meetings with an INM Field Coordinator to learn how a meeting should be structured, presented, and managed
- Attend district meetings and training event to be introduced as a resource in assisting to plan or lead activity
- Contact each church in assigned cluster and schedule an informational meeting with church leaders (pastors, mission leaders, administrative council members, etc)
 - Assist in brainstorming and organizing INM activities at churches that attended a district training
 - Introduce INM case (using DVD) and five-step plan for engagement at remaining churches
- Be available to give presentations during worship, classes, or events in churches that do not have a volunteer who is prepared or willing to speak.
- Follow up with churches to ensure they are progressing with activities as planned.

Imagine No Malaria - Overview

Imagine No Malaria is a \$75 million effort of The United Methodist Church to eliminate malaria deaths in Africa by 2015.

Malaria

- Malaria is caused by a parasite called Plasmodium, transmitted through the bite of a tiny mosquito.
- Every 30 seconds, a child in Africa dies of malaria.
- This disease claims more than 1 million lives each year.
- More than 90% of malaria deaths occur in sub-Saharan Africa.
- Malaria's symptoms start with fever, chills, vomiting, headache – and leads to convulsions, organ failure and death.
- Malaria is 100% preventable and treatable – this is a fight we can win.

A Sustainable Victory

The key is empowering people in Africa to achieve a **sustainable victory** over malaria, which we will accomplish through:

Prevention: Distributing insecticide-treated bed nets (Nothing But Nets), and working to drain standing water where mosquitoes breed.

Education: Teaching people how to effectively use bed nets and how to protect themselves from malaria.

Communication: Using radio and cell phones to deliver life-saving information about malaria.

Treatment: Improving access-to-care by training community-based health workers, and delivering life-saving medicines so hospitals and clinics can care for those in need.



Partners

The United Methodist Church is working in partnership with leaders in global health, including the Global Fund, the Bill and Melinda Gates Foundation, and most closely with the United Nations Foundation

Calling

Just as the cross is a sign to us of God's love, we are called to be a sign of God's love and commitment to the world.

Results

- **Sierra Leone** (November 2010) – Planned distribution of 2.5-3 million bed nets to vulnerable population.
- **Zimbabwe** (May 2010) – Trained in-country health board.
- **Democratic Republic of Congo** (April 2010) – Participated in multi-faith event to distribute 30,000 bed nets. Included program to educate community members on the effective use of nets and how to prevent malaria.
- **Cote d'Ivoire** (December 2009) – Funded, built and opened a public radio station in December 2009. As a partner in Nothing But Nets, we have raised more than \$8 million to support additional net distribution efforts in: **Gabon, Kenya, Uganda, Congo-Brazzaville, Nigeria, Chad, Ivory Coast and Mali**

5 Steps to Success (Church Activity Guide)

STEP 1 – DETERMINE TO SAVE LIVES

Setting a goal is the easiest but most critical step. It's not a commitment, but rather a target. So, aim high. Typically churches set goals based the idea that \$10 saves a life. We encourage churches to start at 10 lives per attendee (\$100 each), but many churches take on a goal of 25 or 50 lives per attendee.

STEP 2 – BUILD AWARENESS

Building awareness of malaria and the methods to eliminate this disease is vital to a successful effort. Share information about malaria and how Imagine No Malaria is our opportunity to truly empower the people of Africa to beat this terrible disease. Here are a couple awareness-building ideas you can use:

- Create a bed net display in lobby or narthex (pictured right)
- Place information in bulletins weekly and show videos from our YouTube page

NOTHING BUT NETS: This program continues as a key part of Imagine No Malaria, and is the best way to reach a large number of church members. Activities can vary— from Lemon-“AID” stands to basketball tournaments to potluck lunches. Creativity and experience will come in handy to maximize this grassroots fundraising tool.

STEP 3 – UNITE FAITH AND WORKS

IMPACT 100: Encouraging members to “Impact 100” is the quickest and easiest way to save the most lives. A pledge of just \$28 a month (or one-time gift of \$1,000) will save the lives of 100 children. Impact 100 events can be a simple reception or a black-tie gala – it's really up to you.

- Host one or more Impact 100 events prior to your Sunday to Save Lives. Send personal invitations and follow-up to ensure attendance, working to invite at least one representative from each class or church group. A personal request at small, in-home receptions or similar events is the most effective means of garnering support and reaching your target goal.
- In addition to the above, host an Impact 100 dessert, spaghetti dinner, or similar event after church: play a video, and share the request to Impact 100.

SUNDAY TO SAVE LIVES: This special Sunday service will serve as a celebration of your church's efforts. Make sure members are aware of this special Sunday by sending a letter from the pastor along with a brochure to all members one week prior. As part of the celebration, share a special sermon, prayers, and possibly a video. Finally, distribute donation envelopes in all bulletins and collect a special offering for Imagine No Malaria.

STEP 4 – SEND YOUR GIFTS AND MAKE AN IMPACT

Make it count! Complete the Record of Contributions (on the Data CD or online), and send in your church's total offering to: **UMC – Imagine No Malaria, P.O. Box 440544, Nashville, TN 37244.**

STEP 5 – CONTINUE THE MOVEMENT

It will take continued fundraising activities to achieve our goal of eliminating malaria deaths in Africa. Plan an annual event to support INM, such as an advent offering or a 5K each April 25th – World Malaria Day.

Impact 100

A series of intimate, **in-home receptions** are the best method for inviting members to Impact 100.

- **Audience:** key individuals with the interest or ability to support INM: consider inviting 1-2 people from each church group (Sunday School classes, choir, council, UMW, etc) so they can then host a reception for their group.
- **Invitations:** send personal invitations two weeks before the reception and follow up roughly one week ahead to confirm attendance. Experience has shown that bulletin or worship announcements will yield few attendees.
- **Agenda:** Serve light hors d'oeuvres and allow a time of fellowship for members to mingle and chat.
 - Begin the presentation with either the Overview DVD, or by reviewing the "Facts About Malaria".
 - Share information on how The UMC is working to overcome this disease.
 - Ask the pastor (who should attend all events) to endorse Imagine No Malaria.
 - Ask a committee member who has pledged to Impact 100 to share their personal testimony on INM.
 - Ask attendees to consider impacting 100 lives with a gift of just \$28 a month over the next three years, for a total gift of \$1,000.

BE SURE ALL PLEDGES ARE SIGNED! Without a signature, a pledge is not valid.

- **Materials:** Distribute an I-100 brochure, donation envelope, and personalized letter from the pastor to all attendees during the "ask" (*Print materials may be ordered from INM, and a sample letter is on the Data CD*).

Tips....For Successful Impact 100 events

- Determine at the start of the church effort the number of Impact 100 donors needed to reach the church goal. To do so, simply divide the fundraising goal by \$1,000: If 20 people committed to impact 100 lives, the church would raise \$20,000!
- Consider how many events the church should host. Each event should have no more than 15-20 in attendance – the more personal the request, the more likely a gift.
- Avoid limiting the list of potential donors. Interested individuals may include those who have or whose loved ones have mission, healthcare or military experience, and parents, grandparents or others who love children.
- Keep requests personal – volunteers should share why they chose to Impact 100 in order to help potential donors open their hearts and minds to this opportunity.
- Encourage donors to complete pledge envelopes while at the I-100 event. Follow up to encourage pledge submission soon after so the passion of the event and request do not fade from the donor's mind.
- Remember: the goal of INM is to save lives, and this is an incredible opportunity to do just that. Many of those who cannot write a one-time check for \$1,000 can write a check for \$28 once a month!



Available Resources (available online or by order)

TRI-FOLD BROCHURE*

Educate church members about our fight against malaria. This brochure provides an overview of why and how Imagine No Malaria helps us live a Christ-like ministry for those in need.

UMCom Product #0700



Tri-fold Brochure

POSTER BROCHURE

Every day, malaria's impact unfolds throughout Africa. Unfold this brochure – it's an illustrated impact of malaria's toll, ending with a poster to convey the case against malaria. UMCom Product #0701

OFFERING ENVELOPE*

These Imagine No malaria offering envelopes are perfect to include as a bulletin insert on your designated Sunday to Save Lives. They should be available at Nothing But Nets and Impact 100 events. UMCom Product #0703

IMPACT 100 – BROCHURE*

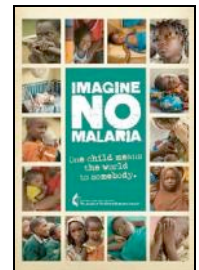
This brochure is a perfect for supporting Impact 100 events; it provides a breakdown of how we can maximize support of Imagine No Malaria to save lives. UMCom Product #0704

DVD

Get the INM overview, videos for youth and small groups and video from our work in Africa on one DVD.

MINISTRY IMPLEMENTATION GUIDE*

A simple, straightforward manual to help you lead your congregation and direct their energy to achieve a maximum fundraising impact. UMCom Product #0702



Ministry Guide

DATA CD-ROM

Print-on-demand PDF copies of material to support your Imagine No Malaria efforts. Contents include facts, FAQ, reporting forms and bulletin inserts. UMCom Product #0707

IMAGINE NO MALARIA TOOLKIT

A comprehensive kit assembled to provide detailed information about how The people of The United Methodist Church are putting discipleship into action to overcome malaria in Africa. Please order through customer service: (888) 346-3862. UMCom Product #0706

WORSHIP RESOURCES

Crafted by our ministry staff to help connect this urgent need to living a Christ-like ministry, we offer compelling scripture related to this calling, and worship planning support to help connect our calling to this issue.

AVAILABILITY

Many items are available via print-on-demand through our website: www.ImagineNoMalaria.org.

**Also available in Spanish*