

Themed Collection Concept

Introduction: First Lutheran Church, Mt. Carroll, developed a themed-collection concept for inspiring new giving for ELCA World Hunger, using a common barnyard rooster concept. In the first month, First Lutheran reported a tremendous growth in giving toward ELCA World Hunger.

Concept: First Lutheran Church invited a creative individual to construct a table size barn complete with chicken wire. Adding a large Rooster and naming it Randy Rooster, gave the concept a sense of completeness.

Fundraising: Those attending worship see the barn and are able to place offerings for ELCA World Hunger directly into the barn. Beginning with a simple ELCA Good Gifts Catalog purchase of \$1 for a chick, people who donate a chick add a picture of a chick to the barn with a clothespin attaching to the chicken wire.

Consider what barnyard theme or barnyard animal connects with your community. Does your community school have an animal name for its mascot? Does your town connect with one particular animal over another?

Consider building a barn structure or a large wooden “piggy-bank” in the style of your mascot animal.

Consider how members can post the ELCA Good Gifts animals they have sponsored through their donations.

Consider issuing challenge dates—can we raise X number of chickens in Advent or can we sponsor X number of cows through the 7 weeks of Easter. The ELCA Good Gifts Catalog is filled with options to chose from.

Consider have a challenge from your congregation Endowment Committee to match donations received throughout a certain period of time.

Consider how you will choose when to clear the board, so to speak, and have the collections begin again.

Consider this theme collection concept as a seasonal display, a display with VBS, a congregation display at community events.

