

Christmas In July

Introduction: Christmas in July is a simple way to draw attention to ELCA World Hunger while utilizing the sentimentality of most people's favorite church holiday— Christmas. July tends to be one of the slowest months for church activities, so this simple addition to the calendar takes minimal effort of set-up and has the potential for a huge reception by the congregation.

Christmas in July utilizes the famous Christmas Tree as the huge draw. No one expects Christmas in July. So coming into worship on a hot summer day and seeing the symbol of our winter holiday will put everyone in a festive mood as they consider how they will support ELCA World Hunger.

Concept: Set up a Christmas tree of your choice in your gathering space. Decorate the tree with a combination of lights, regular Christmas Ornaments, and the specialized ornaments from the ELCA Good Gifts Catalog.

Fundraising: Using the ELCA Good Gifts Catalog, people purchase an item as a gift. For example, I purchase my great-aunt Sally a Christmas gift every year, but she is a person who doesn't need any more knickknacks or kitchen gadgetry. So, I purchase an item from the Good Gifts Catalog in her name. Great-Aunt Sally gets the honor of knowing a gift was made in her name that will help someone who really does have a need, and she doesn't get another trinket her heirs will fight over.

Consider issuing a matching grant from your congregation endowment fund.

Consider inviting Sunday school classes to have a spirited competition to see which class can purchase the most of a certain animal

Consider challenging the congregation to purchase a family farm.

Consider focusing on items that are not typically associated with hunger but are equally important, such as the water or education or health items.

Consider having a member of your congregation hunger team giving a temple talk each Sunday updating the congregation on the monies received and the goal you are striving for.



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years



ELCA
World Hunger