

## [AC] How-To Guide

**Pray** if this is something your church should take on. For a church-wide AC project to be successful, the leadership needs to be united behind the concept and cause. **Clearly communicate** with your leaders so they can help support this effort in their various ministries, as well as get involved personally.

**Determine a fundraising goal.** With a goal of \$1,620, your church can provide a class of 25 school children meals for an entire school year. For \$3,500, your church can feed 10 families (of 4) for a whole year. By raising \$8,800, your church can feed a village of 100 people for a year. Or, play around with a calculator and create your own goal. Remember, it's 24 cents for a meal and one meal per day = \$87.60 for a year.

After setting a fundraising goal, **determine how you will raise the funds.** Perhaps you'll collect a Christmas offering or suggest that each of your small groups funds a family of 5 (\$438). We encourage our members to consider giving meals in someone else's name, as a Christmas present. We then use Costco's PhotoCenter to print professional-looking one-sided glossy photo cards that can be given to our members' friends and family, explaining the gift. Also, consider what amount you will encourage each family unit to give (in order to reach your church goal). For example, we emphasize that it takes \$88 to feed a child for a year. Visit [food4others.org](http://food4others.org) for more fundraising ideas!

**Set a start and end date** for your campaign. You will want to begin communicating the Advent Conspiracy concept in November BEFORE Black Friday, if possible. The earlier you start communicating, the more opportunity you give people to redirect their spending and make Christmas meaningful. And **communicate regularly**, during each worship gathering, in the church bulletin, in small groups, etc.

**Download AC resources** from our website: [www.food4others.org](http://www.food4others.org). Get promotional videos, bulletin inserts, images, curriculum, etc. Feel free to edit and improve! (Then, please send us those improvements!) If you need help brainstorming or having trouble brainstorming, contact April Hunt at [April@4others.org](mailto:April@4others.org).

*and finally...*

**Consider hosting a movie screening** of *58: The Film* to launch your Advent Conspiracy campaign. Visit [www.4others.org/inspire/58](http://www.4others.org/inspire/58) for details.