



# *Self Denial Appeal* **A Gift From The Heart**

## **Quick Start Guide**

*To the Self Denial Appeal 2023*

Firstly, thank you!

Following a changing environment for our worshipping communities, our people still answered the call so graciously to support others with last year's theme, 'The Ripple Effect'. Your support of the 2022 Self Denial Appeal saw just over \$1 million dollars raised across New Zealand, Fiji, Tonga and Samoa—what an awesome effort! This amazing effort means real impact is being actioned through the love of Jesus and the work of The Salvation Army in developing countries.

This year's theme 'A Gift from the Heart' brings some amazing impact stories from Kenya and Papua New Guinea. Real life stories from these two locations show stories of God at work in these two vulnerable communities that transform lives. It is inspired by the scripture ... 'Now finish the work, so that your eager willingness to do it may be matched by your completion of it, according to your means. For if the willingness is there, the gift is acceptable according to what one has, not according to what one does not have' (2 Corinthians 8:11–12, NIV).

The pack you have received, helps your planning and promotion of the appeal to your corps or centre. This guide includes suggestions about how best to use these resources to promote the Self Denial Appeal.

The 2023 Self Denial Appeal will follow the usual six-week format. Our goal for 2023 is \$1.1 million. The official launch date is Sunday 16 July, with the Altar Service on Sunday 20 August. You are encouraged to promote the Self Denial Appeal earlier, by highlighting this in your newsletter in June, and if possible, get a champion on board.

Last year, a number of corps/centres used the Self Denial theme as their preaching theme; this was very successful, could you do this too?

Thank you for your commitment to the Self Denial Appeal. Your support ensures that The International Salvation Army can continue transforming people's lives with the love of Jesus, by sharing 'a Gift from the Heart'.

**The Self Denial Team**

# Self Denial Resources

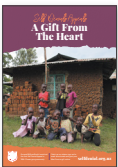
Below is a list of the resources provided for the 2023 Self Denial Appeal.

If your pack does not contain the printed items or you don't have enough, you can download them and print locally.

## Devotional guide



## Poster



## Envelopes



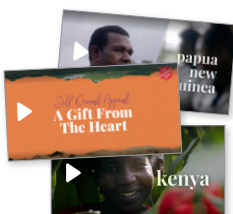
## Online Donation Card



## Letter and letterhead



## Videos series



Watch, give online and download resources at [selfdenial.org.nz](https://selfdenial.org.nz)

## Printed Resources

### Devotional

The devotional can be used by individuals or groups. Each week contains a reflection, prayer points and discussion questions. You can also read the devotional online.

### Poster

Display the A3 poster at your corps/centre.

### Altar Service envelope

For corps members who like to give weekly, please provide them with multiple Altar Service envelopes. Alternatively, they may wish to become a regular monthly giver, which they can do online at [selfdenial.org.nz](https://selfdenial.org.nz)

### Online donation card

If people choose to give their Altar Service gift online, they may like to sign the online donation card to bring on Altar Sunday (in lieu of the envelope). This card can also be used to promote online giving.

### Letters to corps members and blank letterhead

The letter from Commissioners Mark and Julie Campbell can be distributed to corps members. A template Word document has also been created so you can write your own letter to your corps members. Encourage them with your story of giving to the Appeal, asking them to prayerfully consider their gift.

## Online Resources

### Video series

This six-part series has optional English subtitles. Children's videos are also available.

### Promotional graphics

Promotional images, PowerPoint backgrounds and social media assets are available to download.

# Self Denial Resources

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## Song lead sheet



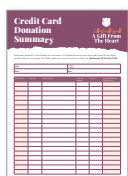
## Song lead sheet

This year's song comes from one of our feature territories: the Kenya West Territory. Captain Isaac Masini wrote a song, especially for the 2023 Self Denial Appeal.

It is written and sung in his native tongue of Swahili (with subtitles in English). It speaks to the wonders and blessings of God, and how we give back to him with cheerful hearts. The words are on the website, and it follows two trains of thought ...

1. "We have brought all with cheerful hearts,
2. We request Father you receive them."

## Donation processing instructions



## Banking instructions

Please read the banking instructions and ensure you follow them carefully. Process your donations as soon as possible after the Altar Service so your corps/centre total will be recognised in weekly totals shared with Territorial Leadership.

## Kids Devotional cards



# Children and Youth Resources

## Printed Resources

### Kids devotional cards

The children's programme should be allocated specific time to enable children to take part. Children should be provided with an explanation of why and what Self Denial is about first, and then share in group work together over the six weeks of Self Denial. The six week series includes watching the specially prepared 'kid's video' a memory verse and an activity idea. Encouragement on how to raise or save money to donate to the Self Denial Appeal, along with participating in the family devotional would be great.

## Social media material



## Online Resources

### Children's video series

This year we focus on the theme of 'A gift from the heart', reminding us how small actions we make in God's kingdom can become big.

## Children's videos series



### Youth Bible study

This six-part series is a resource for youth leaders to use in small groups with young people. It is available to download from the Intranet, or read online ([selfdenial.org.nz](http://selfdenial.org.nz)).

## Youth Bible study



# One Month Before the Appeal



## **Plan how you will use the resources:**

Take 30 minutes to familiarize yourself with the materials and decide when, where and how you will use them.



## **Give your leadership team a preview of the Appeal**

We encourage watching the videos and viewing the resources with your leadership team, including the kid's videos before the Appeal. Have a conversation about how you will work together to engage people with the Appeal.



## **Share any youth and children's ministry resources with your ministry teams early in June**

The team have put together a great children's video series, and a devotional. Our family devotional is designed to take home and discuss together as a family, and please encourage parents to ask the children what they discussed. There's also a six-week Youth Bible study resource for youth leaders.



## **Consider setting a financial goal**

Having a shared goal will be helpful for some of your congregation when thinking about their gift. It also gives your corps something tangible to pray about, aim for and celebrate at the end of the Appeal.



## **Prepare a letter to your corps members**

Share with people your personal reason for supporting the Appeal, tell them about your reason that you give 'one week's salary' and ask them to begin thinking about how they can support the Appeal this year. This may be a good opportunity to talk about the history of giving 'one week's salary' for the Self Denial Appeal. For something different, you may consider asking a generous and influential member of the corps to write this letter instead (or as well as). This letter can be printed using the Self Denial letterhead provided.



## **Start a conversation with your generous supporters about the Appeal**

When someone consistently gives to a particular cause, there is often an interesting story behind their generosity. They may be happy to share their reasons for giving with the rest of the corps/centre, which can be a powerful way to inspire others.

Someone you know may have served overseas and be willing to share what the Self Denial Appeal means to them and those they served. Their insights often inspire others and give you fresh ideas about how best the Appeal can be presented/promoted. Be inventive, arrange a live video call with someone you know serving overseas.



## **Create a visual theme**

If you are creative, or have someone in your corps who is, decorate your hall, the entry, or a prayer room using the colours of the Appeal, print out the prayer points and more.

# During the Appeal



## Send your letters:

Your copies of the letter from Commissioners Mark and Julie Campbell should be sent to your corps members at the start of the Appeal. Please distribute these in the same weekend as the first video is shown. If you use email, then ideally the letter should arrive either immediately before or immediately after the first weekend.

Your personal letter (on the supplied blank letterhead) could be sent in the week leading into Altar Service Sunday.



## Talk about the Appeal during meetings:

The video series works best when it's accompanied by regular encouragement from leaders. How will you reinforce the video message every week? Ask people from your congregation who have given for years to share their reasons for giving. Engage your young people by inviting them to speak about their reasons for giving what about your children.

Share some interesting statistics or information about the country featured in that week's video (Salvation Army statistics are available from The Salvation Army Year Book). It doesn't have to be a long segment, but just something that ensures the congregation is actively engaged in the Appeal. Please do not simply play the videos during the offering.



## Make sure information on how to give is easily available:

Having posters and envelopes clearly visible, and donation information is available in your corps newsletter.

The online donation cards can also be used to share information about online giving.

You would be aware, some of your corps members may not be able to take part in your Altar Service Sunday. It would be helpful to remind them that they can give online at **selfdenial.org.nz** if they won't be there on Altar Service Sunday, or that they can put their envelope in the offering up until 17 September 2023.

Donating online is easy and secure, and the donation will be added to your corps total. People can also choose to give monthly or quarterly via the website too, with donations being tax deductible.

# After the Appeal



## **Say thank you:**

You can say thank you in several ways, including writing a follow-up letter or note. It doesn't need to be big or elaborate, but it is important to express gratitude to givers, especially on behalf of those internationally who will benefit from their generosity.



## **Keep reminding people about the opportunity to give:**

In case people missed the Altar Service, it's worth including a brief reminder in your announcements or newsletter that donations to the 2023 Self Denial Appeal can be made via the website right up until 17 September 2023.



## **Follow the donation processing instructions:**

This is an online resource and will be in the Self Denial resources at [selfdenial.org.nz](https://selfdenial.org.nz). Just a reminder that this year we have a national process for all Self Denial donation processing.