

MINISTRY  
**With\***  
THE POOR

You want to change the world for the better. This toolkit shows you how to work with people in your community to do just that.

# Ubuntu

## DAY OF SERVICE

TOOLKIT

# MINISTRY With THE POOR

Materials and resources that show how The United Methodist Church is working for God's mission around the world.



United  
Methodist  
Women

FAITH • HOPE • LOVE IN ACTION

## **PURPOSE of United Methodist Women**

The organized unit of United Methodist Women shall be a community of women whose purpose is to know God and to experience freedom as whole persons through Jesus Christ; to develop a creative supportive fellowship; and to expand concepts of mission through participation in the global ministries of the church.

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# introduction

## UBUNTU DAY OF SERVICE

**U** *buntu* is a Zulu word and concept that captures the concept: “I am human because you are human.” It recognizes that each person is part of a community. Above all, ubuntu describes a coming together of God’s people to celebrate God’s presence and prompting to act on behalf of our neighbors. Ubuntu exemplifies our connections to one another and is a foundation for community action and service. Ubuntu is the foundation of what United Methodist Women members understand as mission and exemplifies faith, hope, and love in action.

In the tradition of action and firmly rooted in their PURPOSE, United Methodist Women members practice “expanding concepts of mission” through service and action for justice. Women volunteer in their local communities and around the world as doctors, afterschool tutors, advocates for justice and peace, and much more. In the spirit of ubuntu, United Methodist Women members travel on Ubuntu Explorer Journeys to other parts of the world to share in the lives of women in other countries. During Ubuntu Explorer Journeys, women sing, worship, learn, cry, and rejoice together.



These experiences are not limited to United Methodist Women, and mission is something each individual and congregation can practice as part of their faith. Volunteering for mission trips and service projects are not only opportunities to practice mission, but to practice ubuntu.

Ubuntu is the *being* of mission. It focuses on relationships, shared experience, and mutuality.

An Ubuntu Day of Service isn’t a typical volunteer day or service project. This day combines the *being* and *doing* of mission.

This toolkit guides you through planning an Ubuntu Day of Service with information about mission work that links service and action with justice. It includes helpful planning tips and fundamental concepts that are critical to understanding how the mission of being and doing intersect.



## Ubuntu Conversion

The message of Ubuntu is carried through Jewish, Christian, and Muslim traditions. It has no direct translation in English. Ubuntu is a traditional African philosophy, which Archbishop Desmond Tutu explains this way:

“It is the essence of being human. It speaks of the fact that my humanity is caught up and is inextricably bound up in yours. I am human because I belong. It speaks about wholeness; it speaks about compassion. A person with ubuntu is welcoming, hospitable, warm, and generous, willing to share. Such people are open and available to others, willing to be vulnerable, affirming of others, do not feel threatened that others are able and good, for they have a proper self-assurance that comes from knowing that they belong in a greater whole. They know that they are diminished when others are oppressed, diminished when others are treated as if they were less than who they are. The quality of ubuntu gives people resilience, enabling them to survive and emerge still human despite all efforts to dehumanize them.”

*(From God Has A Dream: A Vision of Hope for Our Time by Archbishop Desmond Tutu ©2004 Published by Doubleday)*

## PRACTICING UBUNTU

- Preventing child recruitment for service as soldiers or sex workers
- Protecting families from becoming “collateral damage” in air strike massacres
- Placing clean drinking water in tanks on migrant trails along the U.S.-Mexico border to prevent heat illness and death of migrants

These acts of kindness and compassion are examples of what it looks like to practice ubuntu. Often these acts are perceived as threatening to the powers and principalities of the present day — just as they were in biblical times.

And yet, it is when you practice ubuntu — when you reach out to the other in your midst and find your own humanity in others — that you receive God’s gift of conversion.

*(Adapted from Bible Study: “Ubuntu Conversion in the Borderlands of Our Lives” by Peggy Hutchison, Response magazine, December 2009)*

## Mission in the Wesleyan Tradition

The Rev. John Wesley put faith into action in daily life. Wesley elaborated a theology that emphasized “works of piety,” and “works of mercy.” For Wesley, these are key elements in living the Christian life and seeking personal holiness. This enables us to be the people that God intends us to be. [See “Why Should I Get Involved in Social Issues?” in the **Helpful Resources** section.]

Wesley understood the essence of Christianity to be love — “the never-failing remedy for all the evils of a disordered world” (Wesley’s sermon “On Laying the Foundation of a New Chapel,” 1777). It requires acts of charity, acts of justice, and sharing of resources; in other words, mission.

# PART 1: getting started

## MUTUALITY IN MISSION

**M**ission — understood as service and action — includes the element of mutuality or shared experience. Understanding mutuality is critical to an Ubuntu Day of Service. It is working with your neighbors on shared priorities.

**Mutuality** is an attitude. It is an environment. It does not form on its own. It evolves when the partners love, trust, and accept one another.

**Mutuality** is sharing power in such a way that each person is called forth more fully into becoming a whole person.

**Mutuality** is commitment to a culture of equality.

**Mutuality** opens a dialog. It enables partners to communicate honestly and behave with integrity. It allows us to see the world from another's perspective.

**Mutuality** enables people to change their understanding of those who are different.

**Mutuality** means understanding, acknowledging, and respecting cultural and racial differences.

**Mutuality** does not provide room to have control over another person.

**Mutuality** has no room for the spirit of narrow patriotism. It transcends jingoism, individualism, political idealism, and economic greed.

**Mutuality** means authentic relationships cannot be created in the absence of justice.

*(Adapted from *Mutuality in Mission* by Glory and Jacob Dharmaraj, General Board of Global Ministries of The United Methodist Church, 2001)*

### MUTUALITY

If you come to help me, you can go home again. But if you see my struggles as part of your own survival, then perhaps we can work together.

— Lila Watson,  
An Aboriginal Woman  
from Australia



## Group Discussion

Divide into groups of four or five people. Invite each group to pick two principles of mutuality from the list on page 6 to discuss. Apply these principles to specific mission projects that you or your congregation are already involved in. Think about a specific local or global mission project and the community of people you seek to serve. How do these principles apply to that project? Where could you connect these principles to your mission work?

**(Allow 10 minutes for discussion.)**

## Sharing

Select a representative from each group to share one insight from the group's discussion. Discuss how the principle of mutuality can inform your mission relationships locally or globally. Discussion questions:

- How can this principle foster mutual relationships with those you engage with in mission?
- What are some of the obstacles?

**(Allow 20 minutes for sharing.)**

## CULTURAL SENSITIVITY

**C**ultural context should always be considered when engaging in mission. While you seek to share the love of God through your words and deeds, you need to ask yourself how those words and deeds affect mission. When what you say and do are culturally sensitive, you increase the ministry partnership between yourself and the host. Being culturally aware is critical to successful spiritual growth in mission partnerships. When you lay aside your own cultural assumptions, you can better work in a different cultural context. And you do nothing for people or to people, but *with* them.

Be prepared to face differences, accept them, and continue in partnership with love for each other and your hosts. Recognize that it may become more important to build relationships than to complete a particular task. Be flexible and do not impose your tools, plans, expectations, or way of doing things on your hosts. It is essential for a local person to be in charge of the project and how it is accomplished. Remember, you are not in charge. You are there to serve.

## Role Play

Role play is an excellent tool to prepare volunteers to be culturally sensitive. You might want to act out possible scenarios where you will be serving.

Ask participants to dramatize what should and should not be done using various situations. These scenarios should highlight how to honor and respect those in the community you may be serving and how to live out the terms of mutuality.



## Cross-Cultural Checklist

- I respect the opinions of others, even if I don't agree with them.
- I interact well with people different from myself in age, race, economic status, and education.
- I can work in ambiguous environments.
- I can laugh at myself and at difficult situations.
- I can be flexible with my schedule or put it aside for someone else's needs.
- I am patient with others and new situations.
- I am curious about new people, places, and things.
- I do not need to be entertained.
- I can "hang in there" even when things seem impossible.
- I can make mistakes and learn from them without feeling guilt or a sense of failure.
- I watch and listen before acting.
- I am a good listener.
- I am willing to try new things.
- I do not have to see concrete achievements to feel that I am accomplishing something.
- I do not feel frustrated when we can't get to the point.

### Relationships: Mutuality and Power

One way to experience another culture is to examine power dynamics in relationships between individuals or groups. Use the information below to better understand how mutuality and power can work together or against each other.

**Mutuality:** a dynamic where an individual/group is both affecting and being affected by another person/group.

**Power:** capacity to effect change.

**Overpower:** dominance to achieve a valued end; noticeably missing is an empathetic concern for the other person/group.

**Empower:** using power to increase another person's/group's power.

*(Adapted from "The Movement of Mutuality and Power," Judith V. Jordan, Stone Center, Wellesley College, Wellesley, Mass., WIP#53, 1991, in United Methodist Volunteers in Mission Handbook, United Methodist General Board of Global Ministries)*

## DOs and DON'Ts for Ubuntu Volunteers

### DOs:

- DO observe local customs and practices. If in doubt, ask your host.
- DO greet community hosts and spend some time with them before getting to work, if appropriate.
- DO seek to learn more about the community and the issues it faces.
- DO work alongside local community members.
- DO what is assigned to you graciously.
- DO make an effort to meet new people — both fellow volunteers and community members.
- DO have a great time — and smile!

### DON'Ts:

- DON'T whine or complain.
- DON'T instruct others in how the project should be organized. Instead, take instructions from your host.
- DON'T assume that you already understand someone else's situation. Listen and ask.
- DON'T assume that your culture and lifestyle are better. This will certainly be communicated whether you intend it or not.
- DON'T make this volunteer experience about your own needs and expectations. It is about service with others.

*(Adapted from United Methodist Volunteer In Mission Handbook, United Methodist General Board of Global Ministries)*



## Exercise:

Even when you have the best of intentions, you can be hurtful when you make assumptions about others. Divide into groups of four or five people and have each group read and discuss one of the following scenarios and related questions. After the small groups have finished, share insights with the whole group.

**(Allow 15 minutes for the exercise.)**

1. Mae is the first woman of color to lead a mission trip at her church. She's excited about what the mission trip team can do together, and she's eager to take on this leadership position. However, some members of the team imply that she is not up to the task. They challenge her agenda. They kindly try to tell her how to organize the mission trip and how things should be done in general. They challenge new ideas that she introduces. Mae feels belittled by her teammates because of these actions. She does not feel like her leadership is being respected, nor that she is being listened to. She feels invited to be a leader, but not invited to be herself.  
*(Adapted from United Methodist Women Resources for Racial Justice, 2006)*
2. Ilda is in a church in Texas that includes both Latinos and "Anglos." When the women were preparing a tea, she offered to make crêpes. Ilda had lived all over the world and had developed a knack for it! Some of the Anglo women in her group told Ilda that making the crêpes would be too difficult. Instead, she was invited to bring rice, tortillas, and hot sauce. Ilda said, "I never felt any discrimination all over the world, yet I feel discrimination in this valley that I love."  
*(From Response magazine, December 2009)*
3. Women in a college dorm decide to organize a clothing drive for a nearby Native American Reservation. The woman in charge of organizing the drive requested clean, gently used clothing that students themselves would want to wear. Bags of torn and dirty clothing arrived at her door. She was not willing to bring these as gifts to the reservation. She wondered at the idea of "gifting" others with one's refuse and the message that would send to the recipients.



## Discussion questions after sharing:

- Where is the tension between intention and impact in these situations?
- How is power communicated?
- What could people of the dominant culture have done differently?
- What might contribute to relationships of mutuality?
- How do these situations inform us as we prepare to do mission work, potentially with people of different cultures, classes, languages, races, and ethnicities?

# LINKING SERVICE AND ACTION IN MISSION FOR THE TRANSFORMATION OF THE WORLD

**A**s you plan your Ubuntu Day of Service, consider it as part of an ongoing spiritual practice of mission that links service and action for justice. This means considering why your service is needed:

- What are the local, state, and national or global issues behind the immediate needs in your community?
- How can this Ubuntu Day of Service be the first step in ongoing efforts to take action on one of these issues?
- How can your service challenge the principalities and powers that would deny the humanity of another person?

## If You Give a Woman a Fish: Group Exercise

You have heard the adage, “If you give a man a fish he will eat for a day. If you teach a man to fish, he can eat for a lifetime.” But to explore the systemic causes of local problems you need to go a bit further than this saying suggests. Consider a woman in a remote community in Africa. You support a program that teaches her how to fish. How would knowing how to fish be helpful if...

- She has no transportation to get to the lake to fish?
- The lake is polluted and the fish are making her and her family sick?
- She cannot sell her fish because global trade rules favor large corporate agribusinesses and have cut her out of the market by offering lower prices?
- A new regime comes into power that does not allow a woman to travel unaccompanied by a man?

*(Adapted from an unpublished exercise by David Wildman, General Board of Global Ministries executive)*

### ACTIVITY:

Think about an issue in your community, and how you or your church are providing compassionate service and assistance. Break into groups of three and discuss what questions you may need to ask to determine the root causes of the problem. What additional steps might you need to take to address systemic issues that could limit someone’s ability to help themselves — even with proper training and support? Share your insights and questions with the full group. Use this activity as a starting point to consider how you or your church might build on existing programs to address systemic problems.

### EXAMPLE:

Women seeking employment after many economic and personal setbacks often do not have the skills or resources to successfully find employment. A local United Methodist Women unit runs a clothes closet for women looking for work and provides job-seeking skills training. Consider the following issues that might also be addressed through this program:

- A woman’s life experience has left her lacking the emotional strength to promote herself in job interviews.
- A woman does not have the resources for childcare and cannot bring her children to work.
- A woman repeatedly experiences employers that choose white women over black women like her.
- A woman gets a job offer but does not have transportation to get to work.

## Justice Education

"Justice Education is waking us up to feel, see, and think beyond our perspective so that we take an active part in the continuous creation of a just world now."

(Helene Castel, "Taking Learners as Seriously as the Issues," 1983)

United Methodist Women proposes using a "Spiral of Justice" to explore how people of faith can respond to a local problem at multiple levels. This models an ongoing group process of reflection, learning, and action.

### The steps of the spiral of justice learning include:

#### Taking actions for justice:

- personally
- in communities
- in churches
- nationally and globally

5

#### Reflecting on our action experience:

- evaluating our actions
- naming new learnings
- listening again for God's voice
- visioning new strategies, planning new actions

6

#### Starting with ourselves — what do we bring to justice learning?

- our race, ethnicity, class, and national identity
- our faith journey
- our experience and observation of justice and injustice

1

4

#### Visioning strategies for justice:

- discerning God's action in current situations
- naming structures to be transformed
  - naming our power and possibility
  - naming barriers

2

#### Looking for patterns in our collective knowledge and experience:

- similarities, differences, and contradictions in experience and perception of justice and injustice
- roles played by the church
- winners and losers

3

#### Broadening our knowledge — going beyond ourselves:

- listening to the voices of those on the margins
- recalling the gospel mandates

# PART 2: how to plan an ubuntu day of service

## STEP 1: GETTING STARTED

**S**tart planning your event well in advance. Use the following list to help you make these preliminary plans:

**Decide what kind of service project(s) you will do for your Ubuntu Day of Service.**

Will you volunteer at one local mission project or several? Will you provide a service like a meal or vacation Bible school? Will your day of service address justice issues like attending a rally for increased food stamp funding? Will there be a letter-writing component or ideas for advocacy via the internet or social media?

**Plan for outreach.** Think of ways your Ubuntu Day of Service can engage everyone in your community. How might you include people of various ages from diverse backgrounds and new members of your congregation? How will you invite people who are not a part of your congregation? Work with your pastor and others to develop a plan for outreach. Think about how you will follow-up with volunteers after the Ubuntu Day of Service.

**Settle on your purpose and create a budget.** After you've decided on some of the basics, think about how much this will cost. Consider capping the number of participants to control costs and keep the group a manageable size.

**Contact partners and chose a date.** Work with your partners, like staff at the mission project where you will be serving, to determine a date and time for the Ubuntu Day of Service. You can plan for an all-day or half-day event depending on time constraints.

A successful Ubuntu Day of Service will require advanced planning.

Enlist the help of a team to prepare.

**Gather resources.** Ask for donations from local businesses or groups that are relevant to your day of service to raise funds. You can also ask participants to make a donation to cover the cost of the event or donate to the organization(s) you work with.

**Invite guests.** When you have selected the purpose and date of your day of service, extend invitations to your guests. Invite your family, friends, colleagues, and members of your congregation, as well as families in the community where you will be serving.

## STEP 2: CREATE AN AGENDA FOR THE DAY

**T**here are many different items you can include in your Ubuntu Day of Service agenda. The following core elements should be included in any agenda:

**Gathering:** As volunteers arrive at the designated location, have a space to gather, share refreshments, and sit down.

**Orientation:** Assemble participants for an introduction. This is where you should introduce the concepts of ubuntu and mutuality. This is also when the group should engage in the discussion on mutuality found in **Part 1** of this toolkit. You can adjust the time as needed. Review key ideas of cultural sensitivity during this time, so that volunteers are attentive to these issues.

**NOTE: It is critical to discuss ubuntu because it will be a new concept to many volunteers. This will lay the foundation for your Ubuntu Day of Service.**

**Opening Worship and Commissioning:** Commission the volunteers for their day of service. Ask any special guests to help lead the commissioning or to say a few words. See the **Helpful Resources** for a suggested program.

**Mission Service:** Begin your mission service. You may need to schedule a break for lunch or snacks.

**Debriefing:** The goals for this time are to create a space for participants to share and process their experiences, and make plans for future social action. See **Helpful Resources** for a debriefing agenda.

**Closing Worship and Celebration:** End your day with worship and prayer. See **Helpful Resources** for a detailed closing worship service.

## Sample Agendas for Ubuntu Day of Service

### Agenda 1 (full day)

8:00-8:30 a.m.	Gathering
8:30-9:15 a.m.	Orientation
9:15-9:30 a.m.	Commissioning
9:30-3:00 p.m.	Mission Service (with break for lunch)
3:00-4:00 p.m.	Debriefing
4:00-4:30 p.m.	Closing Celebration

### Agenda 2 (half day)

8:00-8:45 a.m.	Gathering/Orientation
8:45-9:00 a.m.	Commissioning
9:00-11:30 a.m.	Mission Service
11:30-12:30 p.m.	Debriefing (with lunch)
12:30-12:45 p.m.	Closing Celebration

## STEP 3: EVALUATION AND FOLLOW-UP

**I**nvide participants to evaluate the day to get feedback on your Ubuntu Day of Service. You can also use this as an opportunity to provide follow-up ideas for individuals who want to continue in the ubuntu spirit of service:

**Evaluation:** An evaluation form should be available at the end of the event. This can be provided as a paper form, email, or online survey. See sample evaluation and information about online surveys in the **Helpful Resources** section.

**Follow-Up:** Give participants information they can take home with them. Assemble packets that consist of the following:

- Mutuality concepts used in orientation
- Cultural sensitivity tips used in orientation
- Commissioning ceremony/litany
- Information about mission project(s)

Send thank-you notes to participants either through regular post or email to acknowledge their service and provide any follow-up information.

## STEP 4: LINKING SERVICE AND ACTION FOR JUSTICE

### Addressing Systems

Now that you've completed your Ubuntu Day of Service, ask how you might link service and action for justice. Use the Spiral of Justice on page 11 and the Addressing Systems

Chart on the next page to guide your next steps. Combine these tools with the resources listed on page 20 as a guide for future action. The Addressing Systems Chart is a helpful tool to use to process multiple levels of action. As you work through the Spiral of Justice and envision strategies for justice and action, use the Addressing Systems Chart to plan your response. At the same time as you work on your personal transformation and meeting immediate needs, you will need to consider how institutions and systems work to create those needs. Use these tools to envision how you can collectively address those larger concerns.

Below is an example of an Addressing Systems Chart with the “Types of Response” column filled in using an example of a job seeker.

## Addressing Systems Chart (Example)

**Issue:** Poor Women of Color Seeking Jobs

LEVEL OF FOCUS	KEY OBJECTIVES	TYPES OF RESPONSE
<b>Society National/Global</b>	<ul style="list-style-type: none"> <li>• Address decision-makers, power centers at a societal level</li> <li>• Address cultural issues that shape debate</li> </ul>	<ul style="list-style-type: none"> <li>• Call for federal legislation of public policy that enforces fairness in hiring; increases quality public education, childcare, and afterschool programs; etc. To afford this, you may propose cuts in military spending or Wall Street subsidies</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Address decision-makers, power centers at the community level</li> <li>• Address cultural issues that shape debate</li> </ul>	<ul style="list-style-type: none"> <li>• Challenge local governments to offer job-creation programs, support for women job seekers, and skills training</li> <li>• Challenge cultural assumptions that poor women of color do not deserve or do not have the capacity to be leaders</li> <li>• Mobilize to call for investment in quality education in low-income communities of color, as well as adequate public transportation</li> </ul>

*(Addressing Systems Chart continued on next page.)*

LEVEL OF FOCUS	KEY OBJECTIVES	TYPES OF RESPONSE
<b>Organizations/Institutions</b>	<ul style="list-style-type: none"> <li>• Address decision-makers, power centers at an institutional level</li> <li>• Address cultural issues that shape debate</li> </ul>	<ul style="list-style-type: none"> <li>• Challenge a particular company that consistently discriminates when hiring by sending letters to the editor or being a public witness at their offices</li> <li>• Address schools that undermine opportunities and self-esteem of young people with few resources</li> </ul>
<b>Individuals: Women, Men, Children, and Families</b>	<ul style="list-style-type: none"> <li>• Direct service/intervention/relief</li> </ul>	<ul style="list-style-type: none"> <li>• Congregation might set up a clothes closet for women seeking work. Could provide resume and job-search counseling, and childcare for women seeking work</li> </ul>
<b>Personal Lifestyles</b>	<ul style="list-style-type: none"> <li>• Being the change we want to see</li> </ul>	<ul style="list-style-type: none"> <li>• Seek ways to build relationships with a diversity of women in your community. Consider how race and class are barriers in your own relationships. Make efforts to learn about realities and constraints of women in very different circumstances</li> </ul>

## Linking Service and Action

The following are some examples of how communities are engaged in linking direct service and action for justice:

- Women of Western Pennsylvania Conference United Methodist Women held a spiritual growth retreat on the environment. They went to a nearby public park to collect garbage as an act of service. When they reflected on the problem of litter, they raised questions about the population that the park serves. They asked why the park used volunteers instead of public workers. They considered how consumer lifestyles (eating at fast food restaurants, etc.) contribute to the problem. In their retreat, women shared stories about pollution in Western Pennsylvania and its impact on community health and jobs, including pollution's impact on people of color. Women developed action plans to respond in their local communities.
- United Methodist Women members have been engaged in the Campaign for Children for many years. This campaign works to strengthen and defend quality public education. Women have responded on multiple levels in their own communities. Women have packed school kits, provided one-on-one tutoring,

attended school board meetings, influenced policy decisions, and more. Women have also challenged racist behavior of faculty and administrators, and engaged in debates on public school financing.

- United Methodist Women members actively support the Marcy-Newberry Center in Chicago, Ill., a United Methodist Women National Mission Institution. The center offers multiple social programs in a predominantly African American, low-income community. Women learned that the city was planning to tear down inadequate housing projects to pave the way for high-income housing that would displace the current residents. Marcy-Newberry helped to form a coalition of community leaders that called for the city government to address community needs. The end result was city support for additional low-income housing and a community center.



## Ideas for Justice Priorities

As you consider your engagement in mission, here is a list of justice priorities that could become the focus of your service and action:

### **Economic Justice**

- Food security and food policy
- Living wage
- Labor rights
- Globalization
- Human trafficking

### **Environmental Justice**

- Climate change
- Pollution
- Environmental racism
- Sustainable living
- Community gardens

### **Health and Health Care**

- Health care reform in the United States
- Reproductive health
- HIV/AIDS
- Malaria

### **Immigrant and Civil Rights**

- Just immigration reform

PART 3:

# how to publicize your event

## PRE-EVENT PUBLICITY

**Determine what groups you want to attend your Ubuntu Day of Service. Invite:**

- Family, friends, colleagues
- Youth group and young adult ministries at your church
- Church members
- Families and neighbors of the mission project where you will volunteer

**Make sure your event is well-publicized so that it can achieve its intended results.**

**Consider the following mediums of communication:**

- Personal invitations
- Flyers
- Emails
- Postcards
- Facebook, Twitter, and other social media sites
- Your church website
- Announcements in the church bulletin or newsletter

## PUBLIC RELATIONS AND MEDIA COVERAGE

**N**ot only do you want people to participate in the Ubuntu Day of Service, you also want to promote the issues you are addressing to local media outlets. This is a critical part of your promotional plan. How can you make your event and mission focus stand out from the other happenings and causes that compete for space in your local newspaper or time on your local TV and radio stations? Start with five important, but relatively easy, steps.

- Create a newsworthy event. In other words, give the media something to talk about. Come up with a “hook” — something that sets your event or cause apart from others. A special guest? A compelling cause? A timely event? What will be the “magnet” that attracts crowds and media coverage?
- Come up with a clever, attention-getting name for your event.
- Invite local celebrities or community notables to participate.
- Plan for “Kodak Moments.” Television stations and newspapers will appreciate good visuals for photo ops.
- Choose an articulate spokesperson to represent your event/cause to the media. If possible, create and practice brief, but inspiring and informational, sound bites to offer in an interview.

Getting media coverage is all about relationships. It is helpful to develop a relationship with a reporter or assignment editor before you have a story or event to publicize. Consider the following before pitching your story to the local press:

- Is your event of more interest to a religion editor, a community news reporter or a feature writer? Do your homework so you know whom to contact. Usually you can send your press releases and story ideas to assignment editors or producers at TV stations and the city desk or section editors at newspapers. It is wise to call media outlets in advance to ask or verify to whom you should direct your press releases and pitches. Whenever possible, address your press release to an individual. It also is wise to send your release to more than one person.

- Don't wait until the last minute. Begin communicating with your contacts three to four weeks before the event. Initiate the contact with an email press release followed by an email reminder of the event and another copy of the press release. Phone calls are not always welcome, but at least *attempt* to talk to a real person. Three days before the event, send a final email reminder, highlighting how to reach you on the day of the event. It is ideal to have a cell phone or pager on the day of the event so people can contact you at the last minute.
- Pestering is a turnoff, but follow-up is a necessity. It is fine to check in to make sure your press release was received, but don't push so hard that you damage chances for good coverage or long-term media relations.
- Don't limit your contact to one media outlet. Smaller community newspapers and local cable television stations may be more willing than larger media to make public-service announcements to publicize community events. Large corporations in your area may be willing to post your press release or announcement in their company newsletter. Local radio stations also may make community announcements. Small media outlets generally focus more on community involvement, human-interest stories and "good" news than do daily newspapers and broadcast television.
- Check with your local newspaper and public-access cable television channel to see if they maintain a community calendar or electronic bulletin board where you can list upcoming events at no charge.
- Be sure to maximize your church or organizational website to post news and information about upcoming events. Send a press release to your United Methodist Annual Conference newsletter/newspaper/magazine, website editor or website administrator.
- Write a thank-you note or letter of appreciation to the reporter or media outlet that covered your event. It is part of nurturing an ongoing relationship with the press.

**Press Release:** Include details on when and where the day of service will be held, who will be attending, what you will do and why. Also include quotes from organizers or people who will volunteer. See "Sample Press Release" in the **Helpful Resources** section for an example.

**Photos:** Arrange for a photographer to attend the event so that photos can be used in future news articles or other promotional materials. Look for a volunteer photographer among family and friends. Be sure to do the following:

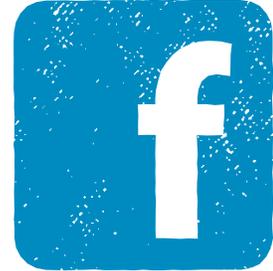
- Take photographs of people in action.
- Show the community and surroundings of the mission project to give context to you work.

Ask community members for permission before taking their picture.

## WEBSITES AND SOCIAL MEDIA

**T**he internet is another place to share your event with the public. Ask your church or annual conference website administrator to post an announcement and details about the event.

Anticipate, as much as possible, that your advocates engage their friends, followers, fellow-members across all these online places: a Youtube Channel (video), a Facebook group, an email group, a Flickr channel (photos), an RSS feed (news subscription), a Twitter account (real time status), and could be engaging in mobile (texting, etc.).



Now that you know their channels of communication, help your advocates support you by preparing appropriate resources for easy distribution to these digital outlets. Remember to ensure that all these resources meet the specifications of the digital places your advocates will post to:

- Provide a 140-character call-to-action for use on Twitter (use bit.ly to help shorten a long link URL)
- Create an Ubuntu Day of Service event on Facebook
- YouTube and Flickr will both need titles, descriptions, and keywords
- Encourage your advocates to create a circle of support, such as posting in Facebook, then link to it in emails and/or RSS feeds
- The most effective information you can provide should explain “why” and then “what”

Remember to give follow-up information on these sites, too. Your fans and followers will want to know how the event went. You can post Facebook status updates or “tweet” from the event itself.

# PART 4: helpful resources



## Books

*Reconciliation: The Ubuntu Theology of Desmond Tutu* by Michael Battle

*Traditional Beliefs of United Methodists* by J. Ann Craig  
[www.missionresourcecenter.org](http://www.missionresourcecenter.org)

*Concepts of Mission* by Glory Dharmaraj (English or Spanish)  
[www.missionresourcecenter.org](http://www.missionresourcecenter.org)

*Social Principles of The United Methodist Church 2009-2012*  
[www.cokesbury.com](http://www.cokesbury.com)



## Internet

United Methodist Women: [www.umwmission.org](http://www.umwmission.org)

General Board of Global Ministries: <http://gbgm-umc.org>

General Board of Church and Society: [www.umc-gbcs.org](http://www.umc-gbcs.org)

General Board of Discipleship: [www.gbod.org](http://www.gbod.org)

"Why Should I Get Involved in Social Issues?": [www.umwmission.org](http://www.umwmission.org)

Survey Monkey, a free online survey resource: [www.surveymonkey.com](http://www.surveymonkey.com)

## Addressing Systems Chart

Issue \_\_\_\_\_

LEVEL OF FOCUS	KEY OBJECTIVES	TYPES OF RESPONSE
<b>Society National/Global</b>	<ul style="list-style-type: none"> <li>• Address decision-makers, power centers at a societal level</li> <li>• Address cultural issues that shape debate</li> </ul>	
<b>Community</b>	<ul style="list-style-type: none"> <li>• Address decision-makers, power centers at the community level</li> <li>• Address cultural issues that shape debate</li> </ul>	
<b>Organizations/Institutions</b>	<ul style="list-style-type: none"> <li>• Address decision-makers, power centers at an institutional level</li> <li>• Address cultural issues that shape debate</li> </ul>	
<b>Individuals: Women, Men, Children, and Families</b>	<ul style="list-style-type: none"> <li>• Direct service/intervention/relief</li> </ul>	
<b>Personal Lifestyles</b>	<ul style="list-style-type: none"> <li>• Being the change we want to see</li> </ul>	



# Ubuntu Day of Service Opening Worship and Commissioning

**Hymn:** "We Are Called," No. 2172, *The Faith We Sing*

## Call to Worship

**Leader:** We have come from near and far to be in community with the people of [COMMUNITY NAME]. We respond to God's call to act with justice, to love tenderly, to serve one another, and to walk humbly with God. On this day let us open our hearts to all we meet on the journey, remembering that all are one in the body of Christ.

**All: Thanks be to God!**

**Scripture:** I Corinthians 12:12-26

## Prayer

**Leader:** We come to your presence, Word of God, strengthened and inspired. We want to serve you in a new human fellowship as the body of Christ. Your words offer us new visions of working together. Use us today in your service. In Jesus' name, we pray. Amen.

## Litany: Community is a God Thing

**Leader:** Awesome God, we thank you for creation, the beauty of its interdependence, and the mystery of wholeness.

**All: God of the universe, we have come here to celebrate the connectedness of creation and face-to-face encounters with each other.**

**Leader:** Emmanuel, God-with-us, you assure us of your enduring presence and relationship.

**All: God of unity, inspire us with new ways of being in community with each other.**

**Leader:** God who bears our pain, enable us to connect with the pains of people.

**All: Jesus, Lamb of God, connect us with the pain of each other and with the pain of God.**

**Leader:** Holy Spirit who revives us and accompanies us, equip us with the possibility of sharing our burdens and lightening the load each of us carries.

**All: Ever-abiding Holy Spirit, lead us on with a spirit of solidarity, listening, and joy.**

**Leader:** Ubuntu-bestowing God, we are because of each other. Bless and inspire our celebration of being in community.

**All: God who cares for the whole, anoint us with your spirit. Give us traction in our journey so that we can experience the truth that if one suffers, we all suffer.**

**Leader:** Behold, the mutual love between God and neighbor. How sweet it is!

**All: Behold the love of God urging us to love in action!**

**Leader:** It is a God thing!

**All: It is indeed a God thing! Amen.**

**Hymn of Preparation:** "Lord, You Give the Great Commission," No. 584, *The United Methodist Hymnal*

### **Litany: Commissioning for Service**

**Leader:** People of God, the God of mission is still calling you and me by name and sending us out with commissioned tasks.

**All: Thanks be to God for this privilege of being in the service of Christ.**

**Leader:** People of faith, the God who sends us out on this Ubuntu Journey this day expects us to act out our belief.

**All: Thanks be to God who considers us worthy to act out our belief through love in action.**

**Leader:** People of hope, offer hope as listeners, as ones who connect with the pains of people.

**All: Thanks be to God who sends us out as ambassadors crossing racial, ethnic, cultural, and other divides in mission.**

**Leader:** God's beloved community, go through these doors, as the body of Christ. Communities are waiting to teach you.

**All: We will go through these doors to listen to communities, learn from them, and work with them.**

**Leader:** God's anointing presence is with you. God is already at work in the world.

**All: With the God who sends us out in service, we will engage with communities in the spirit of ubuntu. We will experience the grace of God already at work there.**

**Leader:** People of God, you are bridge builders and border crossers. Let us place our hand on each other's shoulder, embodying our belief as one body, one spirit, and in one God. In doing so, let us join in this Wesleyan prayer together:

**All: Do all the good you can...**

**in all the ways you can...**

**in all the places you can...**

**to all the people you can...**

**as long as ever you can. Amen.**

**Hymn of Dedication:** "Sent Out in Jesus' Name," No. 2184, *The Faith We Sing*

**Sending Forth:** Go now in service to the world, working together, praising God, and bring justice and peace to today's world!

## Ubuntu Day of Service Debriefing

**Regroup:** Provide light refreshments and water as people gather. Pass out index cards, pens, and pencils for the reflection exercise.

**Reflect:** Ask volunteers to write a phrase or sentence on their index card that expresses their impressions, feelings, emotions, and insights from their Ubuntu Day of Service.

Next, ask volunteers to turn to one neighbor and share reactions to the following questions: *(Write these on newsprint for everyone to see.)*

- What surprised you?
  
- What was hard for you?
  
- What is one thing you learned about the community you worked in?
  
- What questions do we need to ask to address the causes of the needs we saw today?

**Respond:** Question by question, get two or three quick answers to each of the reflection questions (above).

**Context:** Invite someone to speak briefly about the context of your volunteer work in the community, addressing issues of race, class, gender, and social justice. Consider asking your pastor, a professor, or someone from the agency you worked with who has knowledge of these contextual topics.

**Handouts:** Distribute the Ubuntu Day of Service packets you prepared to participants. Take a couple minutes to explain the contents.



## Ubuntu Day of Service Closing Worship

### Gathering Music

**Hymn:** "O Young and Fearless Prophet," No. 444, verses 1-2, *The United Methodist Hymnal* (Tune: "Lead On, O King Eternal")

**All:** "For the Courage to do Justice" No. 456, *The United Methodist Hymnal*

**Hymn:** "O Young and Fearless Prophet," No. 444, verses 4-5, *The United Methodist Hymnal*

**Offering of cards:** Collect index cards from the debriefing as an offering of your love and service.

**Prayer:** God, we lift up our emotions, service, and commitments to you! May the spirit of ubuntu become a practice of our faith: transforming relationships, lives, principalities and powers, and our own hearts. Amen.

**Litany:** *Two leaders take turns reading responses from four to six index cards. After each card is read all respond:*

**All: Ubuntu: My humanity is bound up in yours.**

### Prayer

**All: May your grace, oh God, call us onward to perfect lives of constant service, dedicated to study, passionate prayer, joyful worship, and oneness in Christ's body. May we, with Mary, rejoice in God's mercy, that the proud are scattered, the powerful are brought low, the lowly are lifted up, the hungry are filled, and the rich sent away empty. May we, with Jesus our Lord, bring good news to the poor, release to the captives, recovery of sight to the blind and freedom to the oppressed. May your will be done, on Earth as it is in Heaven. As disciples of Jesus, lovers of God and vessels of the Holy Spirit, we pray all these things. Amen!**

*(Traditional Beliefs of United Methodists by J. Ann Craig, United Methodist Women)*

**Closing Hymn:** "Here I Am Lord," No. 593, *The United Methodist Hymnal*

**Benediction:** May we go forth to be ubuntu servants for the transformation of the world!

## Ubuntu Day of Service Evaluation

What worked or didn't work in terms of:

- Logistics
- Volunteer site
- Orientation and opening worship
- Debriefing and closing worship

What's the most significant learning or insight you got from the day?

How would you describe this day to a friend?

### **Moving Forward**

What education or research might be helpful to better understand the roots of a particular community problem you witnessed?

Given the needs you addressed in the community, what might be a long-term effort that you and your church might undertake together? How could it combine both direct service and action for justice?

Other comments:

## Sample Press Release

**Contact:**

NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

FOR IMMEDIATE RELEASE: Month date, year (releases that are embargoed for a later date should say: Embargoed for month date, year)

**Headline in 16-point bold font: States the most important and interesting news. Example: One Hundred Volunteers Will Gather for Ubuntu Day of Service at Smith Center in Hometown**

Subhead in 14-point font: Provides additional relevant information or supporting facts. Should be about two lines long.

(CITY, STATE) – First paragraph should expand on the headline and provide the who, what, when, where, and why of the press release.

Second and third paragraphs offer supporting information and a quote from either an: (1) organizer of the Ubuntu Day of Service; (2) participant in the event; (3) leader at the host organization.

Following paragraphs should contain:

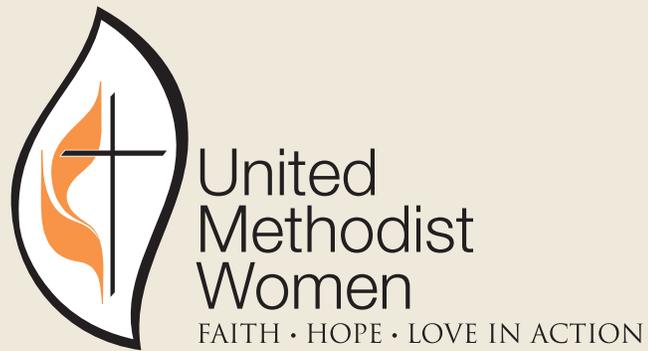
- Compelling statements on event's impact, including explanation for *ubuntu* and the motivation of people's involvement with this event.
- More supporting quotes
- Other important details and background about *ubuntu*, the community you are working with, the volunteers involved, etc.

The last paragraph should be a brief summary of the mission of your church or the host organization.

**Other tips:**

- Make your release as short as possible: one-two pages
- Add links to your church's and host organization's websites
- Feature this release on your church's and host organization's websites
- Share this release using social networks, such as Facebook and Twitter





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MINISTRY  
**With**  
THE POOR

