



United in Impact: A Shared Stewardship Campaign

Purpose

United in Impact is a connection-wide stewardship and generosity initiative designed to help local churches talk about giving in ways that are meaningful, faithful, and rooted in theology. The campaign equips churches and communicators with clear stories, simple tools, and consistent messaging that connect generosity to real ministry—locally and across the wider United Methodist Church.

Why United in Impact Matters

The United Methodist Church has a long tradition of connectional giving—a system that allows congregations to do more together than they could ever do alone. Yet many church members are unsure how their giving makes a difference beyond their local context. United in Impact helps bridge that gap by showing how generosity connects directly to mission and ministry, providing language and stories churches can easily share, and celebrating the collective impact of giving across the connection.

What Churches and Communicators Will Receive

United in Impact will provide monthly, ready-to-use resources that churches and conferences may use as-is or adapt for their context. Each month will include a short video, worship-ready giving moments, a brief story of generosity in action, branded graphics, and coordinated social media posts. Much of this content will amplify work already being done across the denomination rather than creating everything from scratch.

How the Campaign Is Organized

Each quarter of the year follows a simple theme: understanding how and why we give together, highlighting the ministries made possible through generosity, and celebrating the impact and faithfulness of giving across the connection.

How You Can Participate

Church leaders and communicators are invited to use and adapt the monthly resources, share local stories of generosity, and help amplify consistent stewardship messaging across the denomination. Participation is flexible and contextual.

A Shared Goal

The ultimate goal of United in Impact is to empower local churches to teach stewardship faithfully and to strengthen the denomination by cultivating financially healthier churches—churches equipped to sustain ministry, grow disciples, and serve their communities with confidence and hope.