

WELCOME GUIDE

Warmest greetings!

Every year, the Self Denial Appeal provides us — as Australian followers of Jesus — with an opportunity to prayerfully seek God’s will for how we can bless people overseas who are living in communities of disadvantage or lacking Jesus’ hope.

What an incredible privilege for us to participate in God’s mission in this way!

Last year’s Self Denial Appeal raised \$2,998,697, which means thousands of people’s lives will be transformed with the love and hope of Jesus because of you and your corps’ generosity. Thank you! And thank you, in advance, for your generosity and commitment to raising \$3.2 million through the Self Denial Appeal 2025.

This year’s Self Denial video series highlights community empowerment and income generation programs in India and Tanzania. The other weeks will focus on corps-based ministry in the Eastern Europe Territory, looking at Georgia and recently commenced work in Bulgaria.

Having spent time in the Eastern Europe Territory, this is a need close to my heart. I saw the importance of Self Denial gifts in those countries — particularly for any spiritual programs. May I ask you to consider placing an emphasis on the need for Mission Support giving, to bless those countries where funding for spiritual programs is severely limited but where the hope of Christ is desperately needed?

HOPE REVEALED

This year’s theme, ‘Hope revealed’ is based on the abundant hope Jesus offers us, which can be ours regardless of our circumstances.

“May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit” (Romans 15:13, NIV).

As we place our trust in God — with our finances and everything in life — we can see his overflowing hope revealed in us and in the lives of others.

The Self Denial Appeal is an opportunity for Salvationists to trust God to provide for their needs as they generously sacrifice their finances for the sake of revealing hope in other people’s lives.

Thank you, again, for your support towards this appeal, which changes lives here on Earth and for eternity.

Your support ensures The Salvation Army internationally is equipped to meet human needs and share the Good News of Jesus’ love and life-transforming power.

God bless you,

Colonel Rodney Walters

The Salvation Army Australia

Resources and format

All resources are available at: my.salvos.org.au/self-denial-appeal

The resources you've ordered plus all downloadable resources will help you plan your services and promote the Self Denial Appeal to your corps. This guide includes suggestions about how best to use them.

The 2025 Self Denial Appeal will follow the usual six-week format. **The official launch date is Sunday 2 March with the Altar Service on Sunday 6 April.** You can run your corps' Self Denial Appeal earlier or later to suit your corps calendar.

Key definitions

Not everyone is familiar with the Self Denial Appeal, so please be sure to give a brief explanation when playing the video each week. To help you explain the difference between mission support and community development, and the concept of giving a week's salary, here are some simple definitions:

Evangelical Mission Support:

Gifts to the Mission Support fund, while incredibly vital, are *non tax-deductible*. They support the evangelical mission of The Salvation Army through provision of, for example, Bibles, residences and other needs for officers, church halls, computers and training. These funds build the organisational strength of The Salvation Army in countries where ministry work is under-funded and are directly focused on spreading the Good News of Jesus. We ask that you emphasise generosity towards Mission Support funds, especially among those who do not require tax receipts (for example, retirees who are no longer submitting a tax return).

Community Development:

Gifts to Community Development are *tax-deductible*. When people choose to support these initiatives, they receive a tax receipt, which can allow the individual to increase their generosity. Examples of Community Development initiatives include projects for poverty alleviation, clean water and microfinance.

One week's salary:

When the Self Denial Appeal began, the challenge was to sacrifice one week's salary. This is still the challenge, and it is recommended corps teach on sacrificial giving throughout the appeal period to help people understand this concept.

STEP 1: BEFORE THE APPEAL

Plan how you will use the resources

Depending on what you have ordered and downloaded, you will have a combination of resources available to use during the appeal. Take a few minutes to familiarise yourself with the materials and decide when, where and how you will use them. For example, you may like to use the promotional video on social media before the appeal begins to remind corps members that the appeal will be commencing soon and to build some excitement.

Give your leadership team and corps a preview of the appeal

We suggest watching the trailer and videos with your leadership team, looking over the resources together and praying and discussing how your team will work together.

We also recommend you show the appeal trailer at your corps as soon as you can, to give members a taste of the great program to come.

Share any children's ministry resources with your ministry team early

In collaboration with *Kidzone*, a 24-page children's workbook has been produced for the appeal. It contains comics, puzzles, memory verses, craft and recipes relevant to the countries covered in the 2025 appeal.

A poster, money box template, thank you certificate and weekly leaders' guides will also be available. Using the weekly leaders' guides, the workbook and money boxes can be used as a base for your kids' church lessons.

Consider setting a financial goal

Setting a shared financial goal is helpful to your congregation as they think and pray about their gifts. It also gives your corps something tangible to pray about, aim for and celebrate at the end of the appeal. Your goal could be based on the previous year's result or a stretch goal if you have a special promotion planned.

Prepare a letter to your corps members

This is a good opportunity to encourage your corps to support the appeal. You could include the traditional goal of 'one week's salary', your experience of giving to Self Denial, and your personal reasons for participating this year.

For something different, consider asking a generous and inspiring member of the corps to write this letter instead (or as well as). This letter can be printed using the Self Denial letterhead that you can download.

Talk to some individual corps members about sharing their thoughts and experiences

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 their giving with the rest of the corps, which can be a powerful way to inspire others.

You may even have someone who has served overseas and is willing to share with others what the Self Denial Appeal means to them and those they served.

If you do hear an inspirational story, and the individual would be willing to share their story more broadly, please email the Self Denial team: selfdenial@salvationarmy.org.au

Create a visual theme

If you are creative, or have someone in your corps who is, you might like to decorate your hall, the entry, or a prayer room. You can use the posters, the colours of the appeal, print out the prayer points and more. If you or your corps members would like to upload photos of your display to social media, please use the hashtag **#selfdenial2025**.

STEP 2: DURING THE APPEAL

Send your letters

The letter from Commissioner Miriam Gluyas should be sent to your corps members at the start of the appeal. You can print these from the mySalvos Toolkit. Please aim to place them in pigeonholes or family files on the same weekend as the first video is shown. If you use email or the post, then ideally the letter should arrive either immediately before, or immediately after, the first weekend. Please allow for AUS Post delays. You may wish to attach the letter to your regular weekly newsletter.

Your personal letter (on the downloadable letterhead) could be sent at the same time or, depending on the content you've included, it 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. You should ideally aim to reinforce the video message every week, or at least every second week.

It doesn't have to be a long segment, but something that ensures the congregation is actively engaged in the appeal. Please avoid playing the videos during the offering or as people are entering.

You might ask people from your congregation who have given to the appeal for years to share their reasons for giving, engage young people by inviting them to speak about their reasons for giving, and/or share some interesting statistics or information (Salvation Army statistics are available from [The Salvation Army Year Book](#), or from [The Salvation Army International Development Annual Report](#)).

Make sure information on how to give is easily available

Ensure the posters and envelopes are clearly visible, and that donation information is available in your corps newsletter. You may wish to write the date for your corps' Altar Service Sunday on the posters.

For those opting to give online and regular givers, encourage them to make use of the 'Giving card for online givers', which allows them to still participate in the spiritual action of the Altar Service.

Please note, some of your corps members may not be available to take part in your Altar Service Sunday. They can put their envelope in the offering up until 30 June 2025 and people can choose to give monthly or quarterly. Remind them they can also give online at selfdenial.info if they won't be there on Altar Service Sunday (donating online is easy and secure, and the donation will be added to your corps total).

STEP 3: AFTER THE APPEAL

Say thank you

You can say thank you in a number of ways, including writing a follow-up letter or note. This can be done on the Self Denial Appeal letterhead. 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 2025 Self Denial Appeal can be made via the website (selfdenial.info) and in the offering right up until 30 June 2025.

Follow the donation processing instructions

This is an online resource and is available in the altar giving resources folder at my.salvos.org.au/self-denial-appeal

Please return gifts and forms by **18 April 2025, with coupons returned weekly**, as they are received. Delays will impact receipting for those who have already given. Gifts received after this date can be banked, and coupons returned, as they are received.

Bless you and thank you yet again for your support, care and generosity.

For more information or support with any questions, please contact your state's External Communications Manager or email: selfdenial@salvationarmy.org.au