

INSIDE YOUR RESOURCE PACK

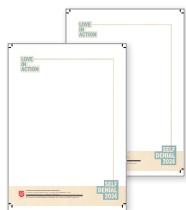
Below are the resources included in the Self Denial packs.

Please note that, depending on the order you submitted, your pack may not contain all of these items. All resources can also be found online at:

my.salvos.org.au/self-denial-appeal/



Letter and letterhead



PRINTED MATERIAL

Letters to corps members and blank letterhead

The letter from Commissioner Miriam Gluyas can be put in each person's personal file, if they have one, or distributed in some other way (such as placed on seats or handed to people as they enter the hall).

Using the blank letterhead provided, you can also write your own letter to corps members, encouraging them with your story of giving and asking them to prayerfully consider their own gift. (A template Word document has been created for you with margins adjusted for the style of the letterhead. This can be found with the online resources).

Poster



Poster

Promote the appeal by displaying this poster in a public area of your Mission Expression.

Envelopes



Altar Service and weekly envelopes

There are no weekly envelopes, so 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 at www.selfdenial.info

Giving Card



Giving card for online givers

For corps members who made their 2024 Self Denial Appeal one-off gift online, or are regular givers, this card enables them to participate in the worship experience of giving something tangible during the Self Denial Appeal Altar Service.

Children's poster



Children's poster

Use in the hall or Sunday school areas.

Money boxes



Money boxes

Primary school-aged children enjoy the money boxes and ideally should be encouraged by leaders to save a little each week. Where children don't receive "pocket money" or the family is financially disadvantaged, there are care tokens on the money box template that they can use to show they've cared for others. (However, where appropriate, the emphasis should be on sacrificing some of their money to help others).

Children's magazine



Children's magazine

We have teamed up with *Kidzone* to produce a magazine for children full of comics, puzzles, fun facts and prayer points. The magazine could also be used as a base for your Sunday school lessons (see "Guide for children's leaders", in the online material).



Download resources
my.salvos.org.au/self-denial-appeal/



Watch and give online
www.selfdenial.info

Devotional guide



Appeal lockup



PowerPoint templates



Song lead sheet



Social media material



Donation processing instructions



Video series

Available resources include:

- Series trailer
- Six-part series – English, Chinese, Korean and Farsi captions
- Six-part children's videos

Devotional guide

This year's devotional was written by Major Peter McGuigan, Australia Territory. The digital booklets can be emailed to corps members, viewed on personal devices or printed by the corps or individuals. Encourage your congregation to use the devotional guide each week in their personal devotions.

Guide for children's leaders

A leaders' guide will be available that breaks down the six weeks of children's material for the appeal into activities, teachings and small group questions that you can slot into your normal weekly kids' program.

Appeal lockup (logo)

The Self Denial Appeal lockup can be used in your digital or print newsletter when promoting the appeal.

Word template for use with blank letterhead

A template Word document has been created for you with margins adjusted for the unique style of the letterhead. Use this to write to your corps, encouraging them to prayerfully consider a sacrificial gift to the Self Denial Appeal.

PowerPoint templates

These templates include a title slide and blank content slides. These can be used to share extra content about the appeal, or to connect your sermon to the theme of the week's Self Denial video.

Song lead sheet

The series features a song called Your Love (Set me free) written by Dan Casey and Luke O'Dea - as part of the Australia Territory's Worship Arts team, Revolution Worship.

Social media promotional material

Promote the Self Denial Appeal on your corps Facebook or Instagram page with the supplied Facebook cover image and shareable social media graphics.

Donation processing instructions

This year there is one national process for banking donations. Please process your donations as soon as possible after the Altar Service.



Download resources
my.salvos.org.au/self-denial-appeal/



Watch and give online
www.selfdenial.info

QUICK START GUIDE

TO THE SELF DENIAL APPEAL 2024

WARMEST GREETINGS!

Although Australians are challenged by a rising cost of living, natural disasters and global uncertainties, we all know there are others throughout the world who are struggling more than we are.

The Self Denial Appeal offers the international Salvation Army — across all socio-economic situations — an opportunity to bless those less fortunate than ourselves.

Thank you so much for your support of the Self Denial Appeal 2023, which raised \$3,035,768. Thank you, in advance, for your generosity and commitment to raising \$3.2 million through the Self Denial Appeal 2024.

These funds will provide essential resources for some of the world's most disadvantaged communities, offering practical, social and spiritual support.

This year's Self Denial video series highlights Salvation Army programs in Tonga, Indonesia and the Philippines, Australia's neighbours in the South Pacific and East Asia Zone. Each country has wide Salvation Army activity and can demonstrate the impact of the Self Denial Appeal funds.

LOVE IN ACTION

The Christian faith and lifestyle can be summed up in one word — love. God is love and, out of that love, Jesus died for us. Now, through the power of the Holy Spirit, we are called to be loving towards others.

Inspired by 1 John 3:16-18, the theme for this year's Self Denial Appeal is 'Love in action'.

"This is how we know what love is: Jesus Christ laid down his life for us. And we ought to lay down our lives for our brothers and sisters. If anyone has material possessions and sees a brother or sister in need but has no pity on them, how can the love of God be in that person? Dear children, let us not love with words or speech but with actions" (NIV).

It is clear from this Bible passage that loving with our actions involves generosity towards others. This year's Self Denial Appeal encourages Salvationists to live out their faith and devotion for God through sacrificially giving to the work of the international Salvation Army. When we are drawn out of our comfort zone, we stretch our faith and deepen our trust in God as provider. What a privilege to experience this!

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,
Rodney Walters (Colonel)
The Salvation Army Australia

RESOURCES AND FORMAT

The pack you have received (your order) will help you plan your services and promote the appeal to your corps. This guide includes suggestions about how best to use these resources to promote the Self Denial Appeal.

The 2024 Self Denial Appeal will follow the usual six-week format. **The official launch date is Sunday 11 February with the Altar Service on Sunday 17 March.** 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: Mission Support funds are not 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. 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: Community Development donations 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 on Missionary Service: While the challenge remains to give one week's salary, we no longer use the acronym 'OWSOMS'. This was a way of promoting the appeal in the past. At the end of each video in this series, we are challenged to give one week's salary. Teaching on sacrificial giving is encouraged.



1

BEFORE THE APPEAL



Plan how you will use the resources:

Depending on what you have ordered, you will have a combination of the 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.

Visit my.salvos.org.au/self-denial-appeal/ for all the videos and additional resources



Give your leadership team 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 magazine, poster and money box template have been produced for the appeal. Using the online guide for leaders, the material could also be used as a base for your Sunday school 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.



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 provided.



Talk to some individual corps members about the appeal to inspire others:

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.



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 [#selfdenial2024](https://twitter.com/selfdenial2024).

2

DURING THE APPEAL



Send your letters:

Copies of the letter from Commissioner Miriam Gluyas should be sent to your corps members at the start of the appeal. 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. You may wish to attach the letter to your regular weekly newsletter.

Your personal letter (on the supplied 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 try to avoid simply playing the videos during the offering.

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).



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.

Please note, some of your corps members may not be available to take part in your Altar Service Sunday. Remind them they can give online at www.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). They can put their envelope in the offering up until 30 June 2024 and people can also choose to give monthly or quarterly.





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. 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 2024 Self Denial Appeal can be made via the website right up until 30 June 2024.



Follow the donation processing instructions:

This is an online resource and will be in the Self Denial resources folder at my.salvos.org.au/self-denial-appeal/

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

For more information or support with any questions, please contact your states Public Relations Secretary or email: overseasaid@salvationarmy.org.au