

**United Methodist Church to Unify Fundraising for
Global Ministries and International Relief Efforts**

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(New York) The General Board of Global Ministries (GBGM) selected Pennsylvania-based McPherson Associates to help develop and implement a unified fundraising plan for The Advance, the development arm of the United Methodist Church. This unified approach will coordinate fundraising for the programmatic efforts of the GBGM and the United Methodist Committee on Relief (UMCOR).

GBGM receives widespread support from the church's 11 million members for work in the fields of hunger, health, social justice, refugees, emergency and relief services, as well as church and leadership development. Programs exist throughout the US, Africa, Europe, Asia, Latin America and the Caribbean, including an extensive, ongoing relief and reconstruction effort in Haiti.

The unified fundraising approach will include an assessment of ways to maximize efficiency between the direct mail and online efforts of GBGM. It will include the development of fundraising tests and the integration of new technologies to increase the number and size of individual donations.

McPA President Richard McPherson said, "We are deeply honored to serve the mission agency of the United Methodist Church. Their work on behalf of people in need is breathtaking in its scope. Their willingness to try new approaches and technologies will certainly add considerably to their success. And their commitment to their many constituencies inspires all of us."

McPherson Associates previously helped develop 10-Fold, a pilot series of online events and related activities focusing on ten missions and service areas around the world. 10-Fold identified 50,000 advocates willing to show support for one of the areas. Because of its success, 10-Fold will become an annual activity of The Advance.

McPherson Associates, Inc., was formed in 1984 and serves clients throughout the U.S. and internationally. The Philadelphia-based agency provides fundraising and communications services to clients in higher education, conservation, women's rights, human rights, the arts, public broadcasting, health and other areas.

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