

Your guide to help

**# END COVID
FOR ALL**



CHURCHES



Thanks for being a part of

END COVID FOR ALL

With your help, we are aiming to create a surge of Australians showing solidarity for our global neighbours who are ill-equipped to deal with this COVID-19 crisis.

As Australians show they care, this will encourage the Australian Government to provide vital support to vulnerable nations.

By using the tools and assets in this pack, we hope you and your church can get on board and help to create a groundswell to grow this movement.

CONTACT HELLO@ENDCOVIDFORALL.COM FOR MORE IDEAS ABOUT HOW TO GET INVOLVED.











The COVID crisis isn't going to end for anyone, until it ends for everyone, so we've put together a guide to help you along the journey to help End COVID For All.



#EndCOVIDForAll

IN THIS PACK YOU WILL FIND:

-  Links to share content and video assets along with suggested messaging to use
-  Link to a video sermon from Tim Costello and Semorn notes you can use in a Bible study.
-  A live list of facts and stats.
-  Ideas and resources on how to share this campaign with your Church.
-  A letter template and instructions to write to your MP.
-  Ideas on how you can get involved in 'A Night to End COVID For All'

>>> A message from Tim Costello

Thanks for joining the call to 'End COVID For All'. This may be the most important campaign Micah has ever been involved in. COVID-19 has shown the vulnerability of us all. And while in Australia some states have entered a new phase of easing of restrictions, thousands across the world are struggling under the weight of this virus. As the Church, we are called to stand with the most vulnerable, to raise our voice, to ensure our empathy and compassion extends beyond our walls. We've created this pack to help you spread the message across your church and networks.

I pray these resources are a help to you as together, we seek to #EndCOVIDforall.

#EndCOVIDForAll

Resources from Tim

[CLICK TO VIEW
FULL VIDEO
SERMON FROM
TIM COSTELLO
THE AGE OF
COVID-19](#)

Entitled: Remembering
the Poor in the
age of COVID-19

[CLICK TO
VIEW OUTLINE
OF SERMON
NOTES BY TIM
COSTELLO](#)

You may want to use
these to create your
own Bible study!

This COVID crisis is not going to end for anyone, until it ends for everyone.

While Australia has been a world leader in 'flattening the curve, too many of our neighbours around the world are ill-equipped to deal with a pandemic.

And with no fences standing between any of us and COVID 19, it's time we offered a helping hand.

Because we take care of our neighbours. It's just what we do.

It'd be un-Australian not to.

And even though our borders are shut, our hearts will never be.

Together, let's pledge to stand in solidarity with all our neighbours, and encourage our government to provide vital support to vulnerable nations.

Because it's what good neighbours do.

It's the only way we can
END COVID FOR ALL

Because it's not over until it's over for everyone.



Source: Department of Foreign Affairs and Trade



Source: DFAT/Linda Roche



Source: Department of Foreign Affairs and Trade



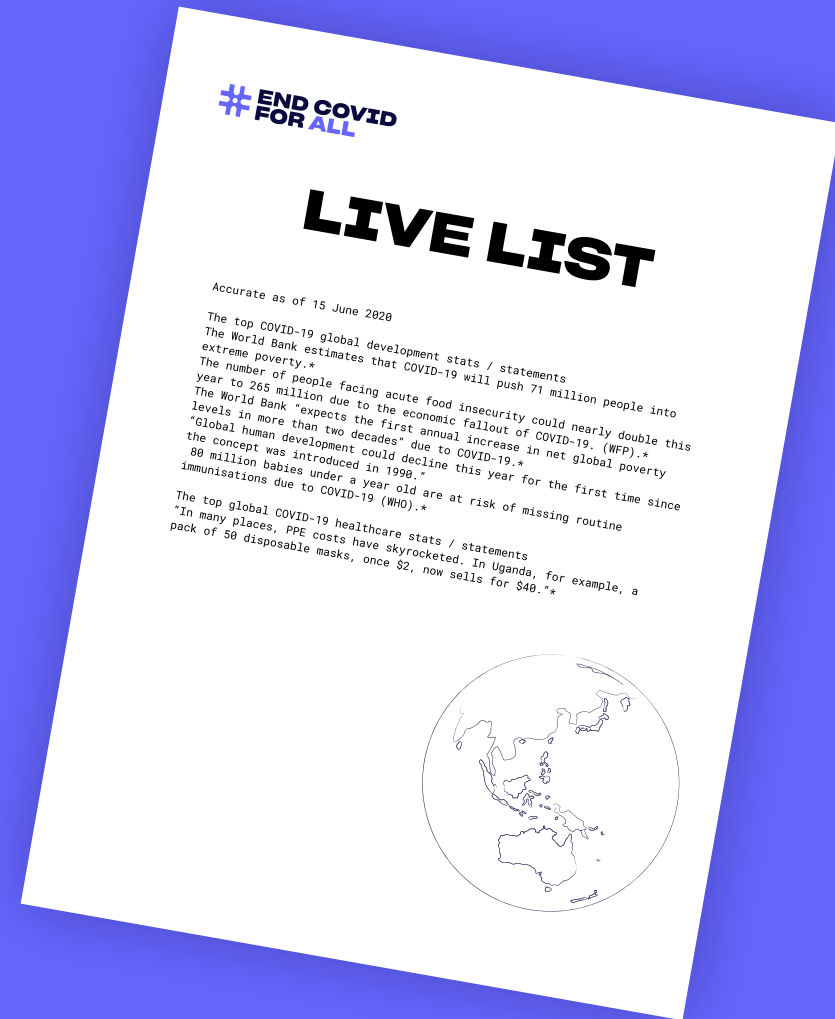
Source: Conor Ashleigh for AusAID

>>> LIVE LIST

Every day the situation is changing. We're doing our best to keep track of the most up to date facts and figure for you to use in your posts!

Check out the live list of facts, make sure you book mark it to revisit every time you want to make a new post.

**CLICK TO VIEW
LIVE LIST.**



>>> MESSAGING FOR SOCIAL MEDIA

LINKS, HASHTAGS, AND SLOGANS TO USE:

ENDCOVIDFORALL.COM
“END COVID FOR ALL”
#ENDCOVIDFORALL

WHERE SHOULD YOU USE THESE HASHTAGS?

This hashtag should feature on all of your campaign content. It is how we are going to drive engagement and prove to policy makers that there is support for the government to act!

On your social posts, in your stories, and anywhere else that you can, make sure you include #EndCOVIDForAll or “End COVID for All”.

KEY DATES

6th July

Begin posts about #EndCOVIDForAll

19th August

The is the night to #EndCOVIDForAll!

Share what you are doing with your audience and drive engagement with the campaign pledge.

MESSAGING

In the link is a sample of some messaging you can use! But feel free to have a look through the stats and messages to craft something that works for your organisation.

SEE EXAMPLE POSTS



>>> WHAT, WHEN, AND WHERE TO POST

We want you to post whatever feels like best fit for your organization, whenever you feel is most appropriate. There are only three little things that we ask of you.

First, include **#EndCOVIDForAll** anywhere and everywhere that you are posting about the campaign!

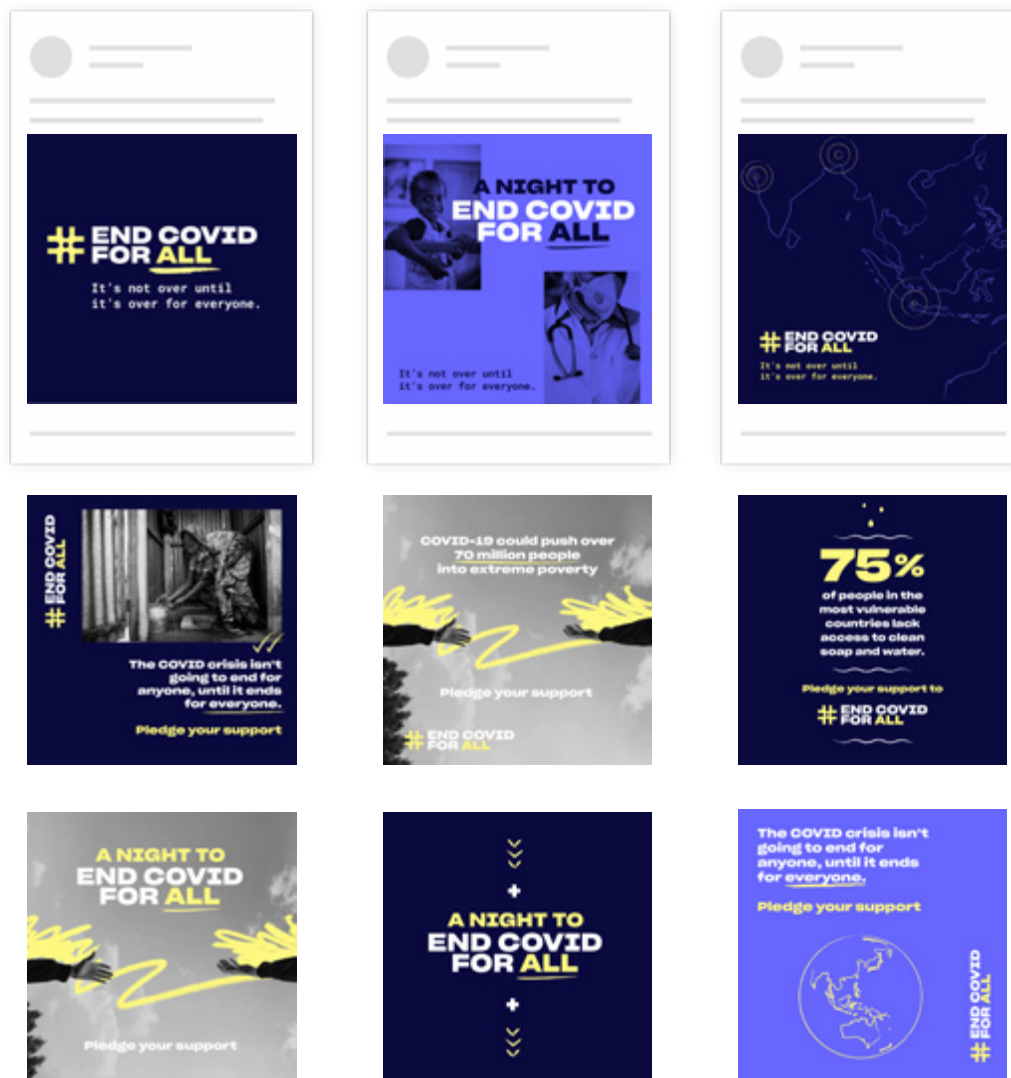
Second, to **direct to the campaign website** wherever possible.

And finally, to try and **post once on the 19th of August** to coincide with our night to end COVID for all!

We have some suggested posts to start you off.

 **DOWNLOAD ALL YOUR CAMPAIGN ASSETS HERE**

SAMPLE IMAGES (1:1) Facebook + Instagram

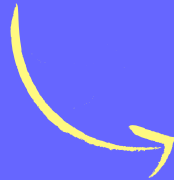


SEE EXAMPLE POSTS



>>> **SHARING THE CAMPAIGN WITH YOUR CHURCH**

We've created five resources you can use to share this in your Church. Depending on how long you have in a service, you may want to use all of these, or just a few of them. We've created these as digital resources so that they can be used in an online church service or in person:



POWERPOINT PRESENTATION

This has a few simple slides you can use to introduce the campaign and direct people to the website so they can sign the pledge. It also has a 'Prayer to #EndCOVIDForAll' which you may want to pray in the service.



A CAMPAIGN VIDEO FROM THE MICAH TEAM:

This is a short 3 minute video which explains the heart behind the campaign and actions those in your church can take to be involved. It also includes an official 90 second campaign animated video.



A SERMON FROM TIM COSTELLO:

This is a recorded video sermon which you may like to show on a Sunday or within a Bible Study/Connect Group.



SERMON NOTES & OUTLINE

Sermon outline which can be used as a Bible Study in smaller groups.



A LETTER WRITING TEMPLATE

To assist those in your church to write a handwritten letter to their local Federal Member of Parliament expressing their support for the campaign.

>>> WRITE TO YOUR MP – LETTER TEMPLATE

A great way to take action in your church or Bible study is to get everyone to write a handwritten note to their MP explaining why they care about this campaign and are pledging their support. You may want to even set up a 'Letter writing stand' in your church after the service.

On the back of the letter is the 'Solutions' (which is the policy ask which underpins this campaign). You can use this to shape some of the messaging in your letter.

If you are interested in organising a meeting with your MP to discuss this campaign, please email beck.wilesmith@micahaustralia.org



[CLICK HERE TO ACCESS THE LETTER TEMPLATE](#)

If people in your church are unsure which federal electorate they fall into they can go to: electorate.aec.gov.au

If you need contact details and the address of their MP visit: aph.gov.au/Senators_and_Members

>>> **DIY CONTENT**

Want to create your own content?
We've got you covered.

 **DOWNLOAD
LOGOS + GUIDE**

Click here to access our style
guide and fonts that you can use to
make sure you're campaign ready!





AUGUST 19TH IS A NIGHT TO END COVID FOR ALL

On August 19th, we want as many Churches, partners and prominent Australians, creatively engaging their audiences (i.e. congregation, staff, members or customers) to show their solidarity with countries who are still in this crisis, demonstrating our collective encouragement for Australia to provide vital support to vulnerable countries.

The plan is simple.

1.
**Create a challenge
or event
to engage your
Church**

2.
**Promote it in the
lead up to the night**

3.
**Direct as many
people as you
can to sign the
#EndCOVIDForAll
pledge online**

CONTACT HELLO@ENDCOVIDFORALL.COM FOR MORE IDEAS ABOUT HOW TO GET INVOLVED.



3 IDEAS FOR 'A NIGHT TO ENDCOVIDFORALL'

Here's 3 ideas your church could do for this special night of action:

1. Host a Letter Writing Party!

Gather your life group or Bible study and use the [Letter template](#) to write to your local Federal MP, encouraging them and telling them why you support the campaign!

2. Hold a Prayer or Worship Service

You may like to hold a prayer or worship service at your church, where you gather together to pray for those nations and people most impacted by COVID-19. You could live stream this over Instagram, Facebook or even Zoom. We've created a [prayer guide here](#) you can use.

3. Connect with Christians overseas

Many churches have relationships and networks with Mission partners and churches overseas. Why not do an online meeting with them, ask how they are coping during this time and pray for them? You'll probably be inspired by their faith and the stories they share!

Don't have any connections overseas? Tim Costello's [new podcast 'Hope In Crisis'](#) features him interviewing Christians and Pastors on the frontline of the pandemic. Listen to Pastors in Italy, India and the Middle East share their experiences so far.

#ENDCOVIDFORALL

Make sure you take photos of your event, share on social and hashtag #EndCOVIDForAll



Got any questions?

Want any help with content?
Email us at hello@endcovidforall.com