

## 5. Promotion/Publicity Ideas

### General Ideas for Promoting the Special Day Offering:

- Plan your promotion. Assign responsibilities to WMU leaders or groups. Use the church bulletin or newsletter to advertise.
- Kick off the promotion with a banquet: "Nothing Says Loving...Like Something from the Oven— Unless it's Loving Mississippi through the Special Day Offering!" Plan a banquet during the Wednesday night fellowship. Using a "chef theme". Decorate tables with red and white checkered tablecloths. Use a chef pattern to make a stand-up figure from heavy paper for each table. Buy red or white nut cups and place heart candy in the cups; place paper chefs hats with a Special Day allocation featured on the hats placed at each persons place. Entertainment for the evening could be any speaker familiar with Special Day or anyone who has benefited from a Special Day allocation.
- Choose a "Loving Mississippi" mission activity to use during your promotion of the Special Day all year long, choosing a different ministry to display each month.

### Examples:

- **\*Gulf Coast Ministries:** Display sea shells, sailor hats and give out gummy fish with a list of needs.
- **Scholarship:** Display school supplies, mortar-board hats and graduation confetti.
- **Baptist Nursing Fellowship:** Display logo and ministry opportunities with membership forms for nurses and other medical personnel.
- **MK Ministries:** Hand out MK bookmarks (found in Children in Action material) for prayer or check with Lisa Miller in the state WMU office for MK birthday information. (LMiller@mccb.org)
- **\*Garaywa:** Promote before summer camp with forms (these forms are sent to your church at the appropriate time) for camp. Contact state WMU office for brochures about Garaywa. Display woodsy setting, cabins, trees, benches, etc. Make sure each display includes the Special Day materials, poster, offering envelopes, picture of Miss Ed, and a list of allocations.
- Create an "Information Station" in a well-traveled area in the church. A large bulletin board works well with a Special Day allocation (or more than one) featured each month. Offer resources to be picked up. Attach pockets to the display to hold booklets and brochures and replenish as needed. Contact your Associational WMU Director or State WMU office for free resources.
- Draw a large replica of a dollar bill with paper under it and list how the monies collected for Special Day are allotted.
- Create a "Graffiti Wall" with butcher paper. Attach a long roll of the paper to a focal wall. Write "What I Learned About the Special Day Offering" at the top. Use this idea in small group meetings.
- Set up a "Show Someone You Care" booth. Display



Special Day Ministries resources. Man the booth before and after church services to give people an opportunity to ask questions and to give.

- Purchase heart-shaped grapevine wreaths. Be creative! Decorate with a few flowers and Special Day notes. Place around in Sunday School rooms.
- Sacrifice! Choose to give up one thing (coffee, snack, etc.) to save change for Special Day. Save certain coins (quarters, dimes, etc.) to give to Special Day.

## ***Ideas for Promoting the Special Day Allocations:***

### **MK Love Gifts**

A lighted tree sparkles in nearly every home in Mississippi at Christmas time, a witness to the Light of the World. We give gifts to others as an expression of our love. We honor Christ also in this way. It's as if we are giving a gift to the Savior whose birthday we celebrate. Children of missionaries who come home to the U.S. for college can receive a Christmas love gift, thanks to Special Day funds.

To promote this Special Day Offering allocation any month of the year (especially in May), put up a lighted Christmas tree of any size. Decorate with several college logos. Explain to your church family the blessings given and received by loving Mississippi MK's through giving to the Special Day Offering.

Make missions come alive. E-mail to find out what is on their wish list. To help with mailing costs and to involve others, ask adult Sunday School classes or Brotherhood/Men's Ministry to help. They will be glad for a chance to help.

On a bulletin board, place a sign saying "MK's from Our Church to You With Love." Special Day Offering Church Goal: \$\_\_\_\_\_." (State Goal: \$68,500; MK Love Gift Allocation: \$3,000) As space allows, secure two or three sturdy gift boxes wrapped in Christmas paper and bows to the bulletin board.

Design and make bookmarks to hand out and remind the church family to give to Special Day Offering and the importance of any love gift to a MK studying at college.

### **Baptist Nursing Fellowship**

A display table should create visual interest with the use of the BNF logo. Cut out a large red heart, and a drawn or borrowed stethoscope to lay across the heart. Make a nurses cap out of white card stock and paint a red cross on it and place it near the heart. Set up the table in a well-traveled area at your church. Man the display to talk about the ministry. This idea will work well at your local hospital, nursing home, and health and mission fairs. Provide BNF Membership forms. Bake or buy heart-shaped cookies or red velvet cupcakes and deliver to your local hospital or nursing home as a "thank you" to nurses. Attach a BNF membership form. Contact nurses in your church or association and urge them to consider helping at summer camp at Garaywa. Collect "healthy" snacks (granola bars, apples, dried fruit, nuts, etc.) and package in clear plastic bags. Deliver to nurses working in intensive care units. **(BNF Allocation Goal: \$2,000)**

### **Garaywa Camp and Conference Center**

As you promote Special Day Offering, explain to your church why we "do camp". Children experience community, leaving behind the influence of TV, peers and movies; a community with only one focus: to enable the camper to establish a deep relationship with Christ. Campers eat, sleep, play, learn, and worship together. They learn to cooperate with others, to be kind to others. They make life-changing decisions; a call to missions, rededication, and, for some, salvation. If one camper makes a decision for the cause of Christ, then camp is worth the time and effort. Ask someone in your church, skilled in woodworking, to build two or three small scale "cabins", drape with moss and display with lists of needs at Garaywa with current renovations. Call the Garaywa office and ask Roddy Reed, camp manager, (RReed@mbcb.org) for up-dates. Instead of waiting until Christmas to do a mission project, send a child who could not afford to go, to camp at Garaywa, complete with essentials. Call the State WMU office (601.292.3316 or ADungan@mbcb.org) for full brochures of Garaywa to share with your church. Also, contact Garaywa Camp and Conference Center for ideas of ways to help with projects and/or promote summer camp, MS WMU events, etc. **(Garaywa Allocation Goal: \$24,000)**

