

# Guide to Your Promotional Materials

Your box of resources includes the following items.

If you need additional quantities, call Claudia Wong at 610-768-2304.



## 2021 Planning and Resource Guide

Inside you will find great content to help you promote the offering. Each page is perforated to be removed and distributed to those who can help build enthusiasm for the offering—the pastor, worship team, teachers, etc.

## Video

There are 6 videos available this year to assist in the promotion of One Great Hour of Sharing.

To download the videos, visit <http://abc-oghs.org/resources/media-videos>.

—Five of the videos were filmed on location in Kenya. All five are different versions of the same theme “Let Love Flow.” The videos have run times that range from 1:07 to 2:19. Pick the ones that work best for your congregation.

—The sixth video is based on the theme “You Can’t Hide Love.” Check it out! The run time is 1:24.

## One Great Hour of Sharing Poster (available in English and Spanish)

Create a prominent display with the poster. Call attention to the poster each week through announcements in worship and Sunday school hours and in newsletters.

## Printed Bulletin Insert

Use this fold-over bulletin insert as an educational resource in worship, in your newsletter, and at meals and meetings.

## Offering Envelopes (available in English & Spanish)

Distribute envelopes generously. Include them in a letter from your pastor to all members and friends, in pews and Sunday bulletins. Put envelopes in several places to make it easy for people to give when it is most convenient.

## Coin Boxes

Children and adults can use them. More than simply coin boxes, use the boxes to collect folded paper money and even checks! Announce the date when offering boxes should be returned and dedicate the monies received during Sunday school or worship.

# Promotion Checklist

Thanks for saying "Yes!" to coordinating the One Great Hour of Sharing offering for your congregation.

Here are some tips that we hope are helpful to you.

## PREPARE! (During April)

*Review all promotion resources; order additional quantities if needed by calling Claudia Wong at 610-768-2304.*

- Involve others! Share the individual resources found in the 2021 Planning and Resource Guide with the pastor, the worship team, teachers, etc. as appropriate.
- Choose a leadership team if you need one.
- With your leadership team, set a realistic, but challenging, offering goal. Challenge your congregation to reflect on Isaiah 49: 8-12.
- Set a date(s) when you will receive the offering. Put this date on your church calendar.
- Be creative! Plan promotional activities to involve people of all ages. Ask teachers to use the materials in the weeks leading up to the offering.
- Familiarize yourself with each of the promotional pieces:
  - 2021 Planning and Resource Guide
  - 6 New Videos - to download visit <http://abc-oghs.org/resources/media-videos>
  - Poster
  - Printed bulletin inserts
  - Offering coin boxes
  - Offering envelopes

## EDUCATE AND PROCLAIM! (During May)

- Know what the offering is and what it provides. Yes, OGHS is a tangible way American Baptists provide for the human needs of our world. The offering provides:
  - **Emergency relief** available 24 hours a day, 7 days a week for urgent or acute needs brought about by disasters of natural or human origin;
  - **Development projects** focused on meeting chronic human need by enabling individuals or groups to establish or maintain a more adequate quality of life; and
  - **Refugee and immigration ministries** focused on holistic ministry to immigrants, refugees, and migrants in detention facilities and refugee camps.
- Include announcements and mission stories in your newsletter.
- Make sure offering envelopes are in the pew racks each week.
- Display the offering poster in a prominent place. Set up a visual display to track the offering. Update your display each week.
- Enclose bulletin inserts in weekly bulletins. Create additional bulletin inserts by photocopying the Mission Stories found in this guide.
- Distribute coin boxes to children or the entire congregation.

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## WORSHIP! (During June)

- Personalize the offering with a testimony from a church member or guest about why giving to this offering is important to them. Many people have been personally impacted by COVID-19 or know family, friends or relatives who were impacted by the many recent natural disasters—hurricanes, fires, mudslides, etc. Others have personal testimonies about helping to resettle refugees in their community—invite them to share.
- Read Mission Stories during worship services as “Mission Moments.”
- Have a One Great Hour of Sharing sermon and children’s chat prior to the week you receive the offering.
- Use the worship resources during worship services and in small groups.

## CELEBRATE! (During June)

- Announce to the congregation the final result of their gifts and celebrate their generosity. Offer thanks and announce the gift total in your newsletter and worship bulletin. (If you did not meet your goal, celebrate what you have received and announce that you have set aside one or two more Sundays for people to give.)

## FOLLOW-UP

- Keep a record of promotional activities and what worked well for your church. Archive resources for future years.
- Forward offering receipts to either your Regional Office or the ABC Mission Center, P.O. Box 851, Valley Forge, PA 19482.



**“Nobody hungry, nobody thirsty,  
shade from the sun, shelter from  
the wind, For the Compassionate  
One guides them, takes them to  
the best springs.”** — Isaiah 49:10

