

# churchwide promotion by Wanda Walker

DID YOU EVER STAND DOMINOES UP ON EDGE and then tip the first one to start a domino effect or chain reaction? Wasn't it exciting when all the dominoes just fell into place with the first one tipping the second one and so on and so on? That chain reaction keeps us on the edge of our seat and motivates us to do it again and again. The 2011 state missions emphasis is an opportunity for your church to learn about missions chain reactions. These stories will encourage your members to embrace missions and ministries in your neighborhood, region and across the commonwealth of Kentucky. Each year state missions materials highlight ministries supported through the **Eliza Broadus Offering** and you are challenged to start a chain reaction as you pray, give, and go.

In John 4: 27-39 HCSB we have the story of the woman at the well:

Just then His disciples arrived, and they were amazed that He was talking with a woman. Yet no one said, "What do You want?" or "Why are You talking with her?" Then the woman left her water jar, went into town, and told the men, "Come, see a man who told me everything I ever did! Could this be the Messiah?" They left the town and made their way to Him. In the meantime the disciples kept urging Him, "Rabbi, eat something." But He said, "I have food to eat that you don't know about." The disciples said to one another, "Could someone have brought Him something to eat?" "My food is to do the will of Him who sent Me and to finish His work," Jesus told them. "Don't you say, 'There are still four more months, then comes the harvest'? Listen [to what] I'm telling you: Open your eyes and look at the fields, for they are ready for harvest. The reaper is already receiving pay and gathering fruit for eternal life, so the sower and reaper can rejoice together. For in this case the saying is true: 'One sows and another reaps. I sent you to reap what you didn't labor for; others have labored, and you have benefited from their labor.'" Now many Samaritans from that town believed in Him because of what the woman said when she testified, "He told me everything I ever did."

Notice verse 39a. "Now many Samaritans from the town believed in Him because of what the women said when she testified." Talk about a Chain Reaction!

The same thing is happening today as Christ makes a difference in the lives of people in Kentucky. Kingdom work continues as a result of someone seeing a need and having the vision and call to meet that need.

The 2011 Master Article and DVD provide information about ministries that have experienced a chain reaction. Preschoolers, children, youth, and adults will learn about Kentucky missions by using the teaching plans included in this booklet. You may make copies of any of the materials that are included in the booklet or on the DVD (including graphics, PowerPoint, PDF, and other files). While the Season of Prayer for State Missions materials are undated, they are suggested for use in September, with the prayer guide used during the week of the September 11-18, 2011. The Master Article will also be included in the September 7 issue of the Western Recorder. Use the enclosed State Missions Order Card to order additional posters, prayer guides, and offering envelopes.

## preparation

- ■ Become familiar with the contents of the State Missions Emphasis booklet.
- ■ Make a copy of the Master Article for each staff person and/or leader in your church.
- ■ Check with church leaders to determine the amount of materials to order; use the self-addressed card to order them. Do so in a timely manner to assure receipt in plenty of time for the emphasis.
- ■ Distribute age-level materials to appropriate leaders.
- ■ Discuss with your pastor the best date for and how long to promote the state missions emphasis. Ask him to preach on state missions. A sermon outline by Dr. Floyd Paris, KBC president, is included in this booklet.
- ■ Decide with your pastor whether or not to have a state missions speaker.
- ■ Set an offering goal with your pastor, if not already determined by the WMU leadership team, church staff or other leaders. Include a challenge goal.
- ■ Discuss with appropriate staff person(s) how the promotional materials will be used in a churchwide setting.
- ■ Discuss possible music to use for the emphasis with your minister of music/song leader. Discuss specific special music that may be appropriate.
- ■ Ask your prayer team to pray for the state missions emphasis and ministries in Kentucky. Share the Master Article and Prayer Guide with the prayer team coordinator.
- ■ Determine if the church will be involved in a special ministry project, and if so, select the project and make assignments. Remind leaders and church members that the project is in addition to and not in lieu of giving to the **Eliza Broadus Offering**.
- ■ Make an offering visual so that church members can see the progress made toward reaching the church goal.
- ■ Give the sample clip art to the person who prepares the bulletin, church newsletter, announcement slides, and/or any other communication outlet in your church. All graphics files are included on the DVD and may be copied.
- ■ Request brochures from highlighted ministries. Have them available for those who are interested in following up and want to get involved.
- ■ If you have Wednesday night dinner (or any meal function), make chain reaction tent cards and place on each table during the month to remind diners of the state missions emphasis. A tent card design is included on the DVD.
- ■ Put the posters in high visibility areas of your church.
- ■ Make copies of the State Missions Fact Sheet and use in your adult study, display on bulletin boards, distribution tables or hand out with your bulletin.
- ■ Make additional copies of the material as needed.
- ■ Let Kentucky WMU know how you used the 2011 Chain Reaction state missions materials. Please complete the survey at [www.kywmu.org/chainreaction](http://www.kywmu.org/chainreaction).
- ■ Pray, Pray, Pray.

## churchwide ministry project ideas

Ministry projects give the opportunity to connect with a state missions ministry and have hands-on experiences. You may want to do one of these or create your own. Learn more about Kentucky missions opportunities at [www.kybaptist.org](http://www.kybaptist.org). Click on the Missions tab, then use the drop down menu to select Missions Opportunities.

### 🎁 gift cards

Many state missions ministries can use gift cards to stores like Walmart, gas stations, or for other appropriate ministry related needs. Gift cards allow the ministry to purchase what is needed when it is needed. For a listing of Kentucky missionaries, go to [www.kybaptist.org/missionaries](http://www.kybaptist.org/missionaries).

### 🧸 toys, diapers and Bibles

The Freeda Harris Center can use all of these items. Contact The Freeda Harris Center to schedule a time to make a delivery and volunteer to assist in the ministry there.

Contact: Greg and Alice Whitetree  
6846 Marrowbone Creek Road  
Elkhorn City, KY 41522-8125  
Phone: 606-754-7414 / Email: [kytree@bellsouth.net](mailto:kytree@bellsouth.net)

### 👤 start a ministry

Perhaps this study has encouraged a person or a group of persons to follow a desire to begin a ministry that meets a need in your community. The Kentucky Baptist Convention has resources to help get started. Learn more at [www.kybaptist.org/reaching](http://www.kybaptist.org/reaching) or call the Mission Service and Ministries Department at 502-489-3530.

### 🙏 prayer

Prayerwalk on behalf of a school, ministry in your community, or by neighborhood. Or establish a prayer time when an outreach ministry is taking place. For example: A group could be praying during the scheduled ministry in a prayer room or other designated place, or go prayerwalk on site before and/or during the outreach effort.

### 📅 Hope. Find It Here 2012.

**Find It Here** continues in 2012 through a strategy of coordinated community-reaching evangelistic events. Learn more at [www.kybaptist.org/findithere](http://www.kybaptist.org/findithere). Enlist a planning team to start working on a spring 2012 attractional event to reach out to the lost in your community.

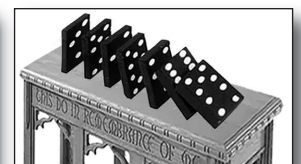
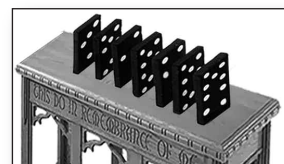
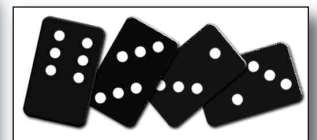
## offering visual ideas

### idea #1

Make a poster using dominoes to represent an amount given to your state missions offering (\$100 per domino for example). Place dominoes on the poster with repositionable adhesive to represent progress towards the goal. Once the goal has been reached, tip the dominoes chain reaction style.

### idea #2

Make or purchase oversized dominoes and line them up in a prominent place in the church. Once the church goal has been reached, have a Chain Reaction Celebration during a worship service during which the pastor would tip the first domino in the line to start their falling chain reaction. Cheer when all the dominoes have completed the course.



## churchwide promotion during worship services

📺 **Show promotional video clips from the DVD.** These may be shown during announcements, before the offering, or at another time during the service.

📄 **Include a state missions slide in any PowerPoint used in your service** (pre-worship announcements, during the offering, etc.). A 2011 state missions PowerPoint slide is included on the DVD.

📖 **Introduce the state missions emphasis using the script "Chain Reaction: The Woman at the Well."** This skit tells the story of the Woman at the Well, based on John 4. It is told from the perspective of the woman and from a towns person who came to faith in Christ because of her testimony. It is designed to introduce the scripture focus and chain reaction theme of the 2011 Season of Prayer for State Missions. The two characters do not interact with each other, but rather tell the story to the congregation from their perspectives. They may dress in biblical costume if desired. Script included on the DVD.

📖 **Use a missions responsive reading during worship.** Suggested reading: #686 in the 1991 Baptist Hymnal.

🙏 **Engage in prayer for state missions using the prayer guide.** The prayer guide is an attractive bulletin insert with the state missions logo and offering information. Call attention to the daily prayer requests, encouraging people to pray daily for state missions. Incorporate the requests into a prayer time during worship.

🎵 **Use one or more of these suggested songs during worship** (congregational singing or special music).

*All the Way My Savior Leads Me*, p. 474, 2008 Baptist Hymnal  
*Do You Really Care?*, p. 316, 1975 Baptist Hymnal  
*Freely, Freely*, p. 627, 2008 Baptist Hymnal  
*People to People*, p. 308, 1975 Baptist Hymnal  
*Reach Out and Touch*, p. 314, 1975 Baptist Hymnal  
*Tell Me the Story of Jesus*, p. 220, 2008 Baptist Hymnal  
*Tell the Good News*, p. 566, 1991 Baptist Hymnal  
*Yes, Lord, Yes*, p. 445, 2008 Baptist Hymnal  
*Be the One* (Al Denson)  
*Until The Whole World Hears* (Casting Crowns)  
*What If I Give All* (Ray Boltz)