



# Churchwide Planning & Promotion

for Pastors, WMU Directors & Other Missions Leaders

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As a child, I remember a pastor in our church always asking for someone to testify during the service. I remember thinking who I was supposed to testify to other than the people in my church. As I became older and more attuned to the world around me, I knew that to testify was to go beyond the church walls.

*But I do not account my life of any value not as precious to myself, if only I may finish my course and the ministry that I received from the Lord Jesus, to testify to the gospel of the grace of God. (Acts 20:24 ESV)*

Lostness in Kentucky is critical. Even though Kentucky is considered in the Bible belt of the United States, the statistics show an extremely high level of spiritual need and the need for church plants. This reality is a wakeup call for action. Several have accepted that call to plant churches. It is also calls for personal commitment to Testify through meeting the needs of the lost.

The annual state missions emphasis is an opportunity for your church family to learn about ministries in Kentucky that are sharing Christ. Our focus this year is on lostness in our state and the need for sharing Christ. Each year different areas are highlighted in print and video materials, and over time allow you and your church to learn about the many ministries of Kentucky Baptists. Please note that the videos and teaching materials for the emphasis are available for download from [kywmu.org/ebo](http://kywmu.org/ebo).

The online state missions materials include videos; teaching plans for preschool, children, students, and adults; Lostness in Kentucky PowerPoint; EBO allocations; and other information that will be helpful as you prepare to promote state missions in your church.

The 2018 Testify Master Article provides information on the lostness in Kentucky, church planting, adopting schools, Christmas backpacks, Disaster Relief, Kentucky Changers, and evangelism. Material from the Master Article will also be printed in the September 4 issue of the *Western Recorder*.

Please make copies of the materials and share them with others. The materials are undated, however, it is recommended to use them in the month of September. The suggested date for using the prayer guides is during the Week of Prayer for State Missions, September 9-16. The Eliza Broadus Offering<sup>®</sup> may be received any time during the year.

## 2018 State Missions Emphasis Highlights

**Suggested Date:** September 9-16, 2018

**Suggested Scripture:** Acts 20:24 ESV: "*But I do not account my life of any value nor as precious to myself, if only I may finish my course and the ministry that I received from the Lord Jesus to testify to the gospel of the grace of God.*"

**Music Suggestions:** Freely, Freely; Shout to the North; People Need the Lord; Take It to the Streets (Matt Redman, 2006); Until the Whole World Hears (Casting Crowns, 2009); Testify (Need to Breathe, 2016).

**Download from [kywmu.org/ebo](http://kywmu.org/ebo):**

**Master Article, Teaching Plans, & Other Print Resources:** information about ministries in Kentucky; teaching plans for all ages; churchwide promotion ideas, and more.

### **Videos:**

- Paul Chitwood
- Lostness in Kentucky
- Multiply Eastern Kentucky
- EBO & Campus Ministry
- EBO & Church Planting
- EBO & Evangelism
- EBO Supports Evangelism, Church Planting, & Collegiate Ministry
- Disaster Relief Providing Help, Healing, Hope
- Kentucky Changers Testify!
- Testify! Sacks of Love
- Christmas Backpacks

### **PowerPoint:**

- Lostness in Kentucky
- Kentucky Regional Lostness Report

Posters, prayer guides, and envelopes will be mailed to churches according to the standing order on file with Kentucky WMU.

[www.kywmu.org/ebo](http://www.kywmu.org/ebo)

## PLANNING FOR THE STATE MISSIONS EMPHASIS

### Pray

- Pray for God's direction for you and your missions team to promote the Season of Prayer for State Missions.
- Pray for your church to receive the information and have greater awareness and desire to pray, sacrificially give, and do missions in the state of Kentucky.
- Pray about how to help all age levels *Testify!*

### Materials

- Posters, prayer guides, and offering envelopes. Your church will receive the number of these items indicated on the standing order with Kentucky WMU. If you need to change your standing order or set one up, please contact the Kentucky WMU office.
- All videos, teaching plans, PowerPoint, and graphics are available for download at [kywmu.org/ebo](http://kywmu.org/ebo). If you are not able to download these materials, please contact Kentucky WMU for assistance.

### Plan

- Use the WMU leadership team and/or missions team to plan, promote, and conduct the emphasis. Make sure to include your pastor, staff, missions leaders, and missions advocates.
- If not on the church calendar, schedule your observance of the Season of Prayer for State Missions. September 9-16 is the suggested date. However, your church can observe it anytime during the month. The offering can be collected during the entire month or anytime during the year.
- Set an offering goal. Encourage Sunday School classes, age-level groups, and ministry teams to set their own goals. Consider a staff and/or deacon challenge, or a contest between age-levels or missions groups to promote giving. Celebrate all giving.
- Have an offering visual that will keep your church family aware of the progress toward reaching your goal. Be creative. See the suggested visual which follows.
- Download the Lostness in Kentucky PowerPoint presentations. Plan ways to share in your church.
- Visit websites and/or email ministry contacts for additional information.
  - Multiply Eastern KY – email: [dom.pasb@gmail.com](mailto:dom.pasb@gmail.com)
  - Disaster Relief: [kybaptist.org/dr](http://kybaptist.org/dr)
  - Kentucky Changers: [kywmu.org/changers](http://kywmu.org/changers)
  - Backpack Project: [kybaptist.org/backpacks](http://kybaptist.org/backpacks)
  - Evangelism: [ReachKY.today](http://ReachKY.today)
  - Three Circles: [namb.net/resources/3-circles-life-conversation-guide-2](http://namb.net/resources/3-circles-life-conversation-guide-2)

### Enlist

- Ask your pastor to preach about missions using the suggested scripture passage (Acts 20:17-24) and information about lostness in Kentucky.
- Enlist leaders to teach the suggested mission study for each age level. (Download teaching plans from [kywmu.org/ebo](http://kywmu.org/ebo).)
- Invite a state missionary, Kentucky WMU, or Kentucky Baptist Convention staff person to speak in your church and tell how EBO impacts the ministry and the lives of those they serve.  
Missionaries: [kybaptist.org/missionaries](http://kybaptist.org/missionaries)  
KBC staff: [kybaptist.org/staff](http://kybaptist.org/staff)  
KY WMU: [kywmu.org/staff](http://kywmu.org/staff)
- Ask age level groups to participate in ministry projects to assist Kentucky missionaries.

### Promote

- Place EBO posters in highly visible areas throughout your church.
- Distribute the EBO offering envelopes in the pews, Sunday School classrooms, small groups, bulletins, and/or special mailings the week prior to the Season of Prayer for State Missions.
- Distribute a copy of the prayer guide to every member.
- Promote the state missions offering in missions organizations, Sunday School, church announcement slides, verbal announcements in services, newsletters, and other opportunities through church events and/or meetings.
- Make arrangements for special prayer times during missions organization meetings and other appropriate times. Consider having a concentrated prayer time for people to sign up to pray for state missions efforts. This could be at a designated place at the church or a commitment to pray at home.
- Show a state missions video each Sunday during Sunday morning worship. There are nine videos available this year. Each one is approximately 1½ minutes long and provides information about state missions work and the impact of EBO. Showing a video each week is a month-long reminder to your church about the importance of the offering.
- Show video segments during prayer meeting, mission studies, and other times.
- Use the suggested Testify! Responsive Reading.
- Include a state missions testimony during a worship service or other group setting.
- Use the Testify! graphic to promote the state missions emphasis in church newsletters, bulletins, and other announcement venues.

## Ministry Project Ideas

Ministry projects give an opportunity to have additional involvement with featured ministries. You may want to contact a ministry directly to learn a particular need, especially if you are located close to a ministry site. This is not intended to take the place of your Eliza Broadus offering, but rather to enhance your experience. Ministry projects may be churchwide or done by individual groups. Additional projects are suggested in age-level teaching plans.

- **Christmas Backpacks:** Kentucky Baptists are collecting backpacks filled with food, toys, clothes, and school supplies for distribution at Christmas to needy children. Kick off the Christmas Backpack project during your state missions emphasis. Learn more: [kybaptist.org/backpacks](http://kybaptist.org/backpacks). The 2018 goal is to collect 10,000 backpacks!
- **Local School Ministry.** Prayerwalk around a local school on a regular basis. Distribute first names of children (where permitted) and encourage year-round prayer. Distribute names of school personnel and positions to encourage prayer for them. Provide encouragement cards or refreshments for teachers and staff. Provide refreshments to students during test times, such as K-Prep. Volunteer as a room assistant, tutor, or event helper. Offer to help with landscaping and/or general outdoor maintenance.
- **Prayerwalking.** Plan a day to visit a Kentucky ministry to prayerwalk. Prayer is essential for ministries to testify to the lost. Please call before planning a visit. Spend time at the site learning more about the ministry, praying, and perhaps helping in some way.
- **Collection Project.** Contact a Kentucky missionary to learn about ministry needs. Invite the missionary to speak in your church. Ask your congregation to collect needed items and present to the missionary when he/she comes. OR plan a day of ministry at the missions site. Take the items you have collected when you go. Report to your church about the ministry experience.
- **Community Ministry.** Plan a day of local ministry. Look for needs that your church can meet to open doors for a gospel witness. Engage all ages for intergenerational and family ministry.

**Learn more:** [kybaptist.org/missions](http://kybaptist.org/missions)

**About the writer:** Wanda Walker serves as the Adult and Churchwide Consultant for Kentucky WMU. She is the WMU Director at First Baptist Church, Mt. Washington.



### Responsive Reading Based on Acts 17:20-24 ESV

**Leader:** The consuming passion of the Apostle Paul was to testify to the gospel of Christ.

**Congregation:** As followers of Christ, we, too, must testify.

**Leader:** We must follow the example of Paul who served the Lord with humility through many trials.

**Congregation:** Let us share the gospel from house to house, testifying to all people of the need for repentance and of faith in the Lord Jesus Christ.

**Leader:** Paul followed the prompting of the Holy Spirit, no matter where this led or the danger he faced.

**Congregation:** Let us be ready to testify to all people, in all circumstances.

**ALL:** With Paul we say, "But I do not account my life of any value nor as precious to myself, if only I may finish my course and the ministry that I received from the Lord Jesus, to testify to the gospel of the grace of God."



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# Offering Visual Idea

Directions: Divide your offering goal by 70. As that amount is added to the offering, color in an association. Keep coloring associations as the offering is received to represent progress toward reaching the goal.



## 2018 ELIZA BROADUS OFFERING®

Kentucky State Missions,  
Associations & Special Ministries,  
And Missions Education

### Goal Graphic Examples:

- Offering goal of \$700. Each association represents \$10 given.
- Offering goal of \$1750. Each association represents \$25 given.
- Offering goal of \$3500. Each association represents \$50 given.
- Offering goal of \$7000. Each association represents \$100 given.

A .jpg file and a poster (11x17) size of this graphic is available at [kywmu.org/ebo](http://kywmu.org/ebo)

# 2018 ELIZA BROADUS OFFERING®

Kentucky State Missions,  
Associations & Special Ministries,  
And Missions Education

## 2018-19 State Missions Allocations



<b>Kentucky Baptist Convention</b> .....	<b>\$875,000</b>
<b>Missions Mobilization</b> .....	387,000
State Missionaries.....	200,000
Church & Community Missionaries & Mercy Initiatives .....	75,000
Metro Ministry Centers.....	30,000
Missions Mobilization Coordinator .....	30,000
Ministry Centers Buildings .....	7,000
State Missionaries Retreat.....	3,000
Disaster Relief Ministry, Training, Equipment.....	35,000
Refugee Ministry .....	7,000
<b>Evangelism &amp; Church Planting</b> .....	468,000
Church Planting (Anglo/Language).....	220,000
Church Planter Network, Resources, Training .....	15,000
Student Evangelism Events .....	35,000
Evangelism Strategy Implementation .....	30,000
Reach Evangelism Conference .....	5,000
Crossover .....	8,000
Hispanic Bible Institute.....	7,000
Hispanic Evangelism/Missions Conference.....	7,000
Ethnic Evangelism Training/ Work with Pastors .....	10,000
Ethnic Summer/Seasonal Missionary Work .....	6,000
BCM Student Summer Missions .....	10,000
Baptist Campus Ministry .....	45,000
International Student Ministry .....	70,000
<b>Capitol Chaplain</b> .....	20,000

### **Kentucky Baptist Associations & Special Ministries** ..... **\$135,000**

All Kentucky Baptist Associations will be given a ministry grant of \$500 provided the association meets EBO grant guidelines. Additional requests for Special Ministries Funds may be made through an application process.

Kentucky Baptist affiliated ministries may apply, including ministries of associations, MSC missionaries, etc.

The deadline for submitting an EBO allocation request from the 2018-19 offering is **December 15, 2018**.

Download instructions and application form: [kywmu.org/eboapplication](http://kywmu.org/eboapplication).

### **Kentucky WMU** .....

Missions Education, Work with Churches & Associations, Leader Development .....	102,670
Missions Events, Kentucky Changers, Creative Ministries .....	66,430
Missions Promotion & Season of Prayer .....	70,900

## **ELIZA BROADUS OFFERING GOAL** ..... **\$1,250,000**



Kentucky WMU, 13420 Eastpoint Centre Drive, Louisville, KY 40223  
502-489-3534 or 866-489-3534 – [www.kywmu.org/ebo](http://www.kywmu.org/ebo)

