

MISSION ILLINOIS PROMOTION OVERVIEW

- **Pre-Offering Planning (leaders)**
 - Casting vision, setting goal, champion (see **Promotion Guide** in mailed materials)
- **Week 1** (8 weeks out)
 - **WK 1 Announcement Slide with Dates** during offering
 - Make **MIO Story/Prayer Guides** available to pick up (came with mailed materials)
 - Post **WK 1 Facebook/Instagram images**
 - Arrange for digital giving if needed (on your church website)
 - Put up **poster** (came with mailed materials) in prominent visible space in building
 - Use announcement slide graphic for e-newsletter or print newsletter
- **Week 2** (7 weeks out)
 - Show **WK 2 Kids Announcement Slide** during offering
 - Post the **WK 2 Kids Facebook/Instagram images**
- **Week 3** (6 weeks out)
 - Show **WK 3 Camps Announcement Slide** during offering
 - Post **WK 3 Camps Facebook/Instagram images**
- **Week 4** (5 weeks out)
 - Show **WK 4 Colleges Announcement slide** during offering
 - Post **WK 4 Colleges Facebook/Instagram images**
- **Week 5** (4 weeks out) **You may choose for this to be the 1st Sunday in Sept.**
 - Show **Faith Forward Video** in service during offering
 - Display **WK 5-8 MIO Giving Goal Announcement Slide** during offering
 - Post **Faith Forward video** to social media after Sunday
 - Make **Seat Cards** and **Offering Envelopes** available
- **Week 6** (3 weeks out) **Mission Illinois Week of Prayer**
 - Show **Isabella's Story video** in service during offering
 - Display **WK 5-8 MIO Giving Goal Announcement Slide** during offering
 - Post **Isabella's Story video** to social media after Sunday
 - **Kid's Bulletin Inserts** (download and print option)
 - **Print MIO Prayer Guide** and make it available during service (download and print option)
 - During the week, post the **Daily Week of Prayer posts** to social media for 8 days asking people to pray for specific areas within kids, camps, and colleges.
- **Week 7** (2 weeks out)
 - Show **Matt's Story video** in service during offering
 - Display **WK 5-8 MIO Giving Goal Announcement Slide** during offering
 - Post **Matt's Story video** to social media after Sunday
 - **Camps Bulletin Insert** (download and print option)
- **Week 8** (final offering week)
 - Show **Kate's Story Video** in service during offering
 - Display **WK 5-8 MIO Giving Goal Announcement Slide** during offering

- Post [Kate's Story video](#) to social media
- [College Bulletin Insert](#) (download and print option)

* Digital download materials in green.

* Glossy print materials provided by mail in blue.

Specific Helpful Details for promotion.

Pre-planning

- **It all starts with your leaders:** The people of your church will only be as excited about something as you and your leaders are. (elders, deacons, pastors, etc.)
 - **Schedule a meeting:** Tell them about the upcoming MIO offering. Explain the new direction and emphasis of the offering: kids, camps, college students.
 - **Show them the 4 promo videos.** (Isabella, Kate, Matt, Faith Forward)
 - **Listen to your own stories:** Ask them about the people who had an influence in their faith when they were kids, or students, or during their college experiences. What events made an impact of them? If there was a gap in those experiences, ask what they would have longed to have when they were that age?
 - **Begin Praying:** Invite them to begin praying for God to direct them how they would partner with him in reaching the next generation through this offering. Invite them to begin praying through the prayer guide.
- **Find your champion:** Who is someone in your church that is organized and passionate about kids, camps, and college students? This works best when there is a point person who is looking over the details and is excited about being part of the mission.
 - If this person is different than the initial leaders, walk them through the videos, ask them the same questions, and have them begin praying.
 - Provide them with this timeline. Set them loose!
- **Choose your offering start date(s):** We promote that the offering takes place Sept 13-20. You may choose to do it later in the fall. Whichever you choose, it's important to pick a date so you can begin promoting things well ahead of time.
 - What is your offering start date? _____
- **Pray about a potential goal:** If your church has never participated before and you are wanting to partner for the first time, thank you! We're excited about your being part of this. Getting started is huge! If your church has given in the past, you may take a look at what you gave last year, and see if there is a goal that is similar or higher.

Social Media

We have provided some short copy and paste text to go along with each weekly social media post. You can find the copy and paste text in the folder for each week.