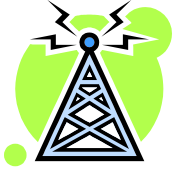


2006 World Mission Broadcast Promotional Ideas

Download “2006 Broadcast Program Statistics.” Having the document at your fingertips will be helpful when developing your World Mission Broadcast (WMB) promotional plan. Your church will not be “officially” sponsoring these programs. These just give your people a name of program to personalize the offering.

Reach the Unreached Around the World

- Purchase a large world map and place on a bulletin board or mount on cardboard. (The larger the map, the more attention it will attract.) Then put “Reach the Unreached Around the World, World Mission Broadcast Offering, (date)” someplace on the bulletin board.
- Using the card master below, make enough copies of the card for two cards per broadcast—one to attach to the bulletin board and one as a prayer/giving reminder.
- If a program is aired more than once a week and your church is large enough, make enough copies for each broadcast during the week.
- Tape narrow ribbon or string to the card that will remain on the display.
- Attach the free end of the ribbon to a country where that program is aired, and tack both cards to the bulletin board outside the border of the map.
- Explain the display, saying, **“This display shows where many World Mission Broadcast programs are aired. Each card represents a radio program and is attached to a country that receives that broadcast. The card shows statistics regarding the program and a challenge to help provide airtime by participating in the World Mission Broadcast Offering. The average cost of one minute of airtime is \$4.00. Would you be willing to pray and help pay for one day’s broadcast of a program? Please take a card, pray for the people who work with that broadcast and for those who will hear it, then participate in the World Mission Broadcast Offering on (date).”**

World Mission Broadcast Offering	
Date _____	
The average cost of a minute of airtime is \$4.00. How many minutes will you help provide?	
I will sponsor ____ minute(s) of airtime for the following program:	
Program Name _____	
Region _____	
Language _____	
Length of Program _____	
Countries Where Broadcast _____	

Radio Frequency _____	
Name _____	

Note: For a smaller display, use the World Map According to Region that is sent in the July/August/September *Mission Connection* mailing each year.

No One Can Accomplish It Alone

Helen Keller said, "Alone we can do so little; together we can do so much."

Use the 2006 Broadcast Program Statistics to challenge your church to give to World Mission Broadcast (WMB). Using the average \$4.00 per minute amount, challenge your church to:

All-Church

- Underwrite the cost of one week's programming for a region.
- Pay for the programs of a certain language group or two in a region.
- Give to cover all the programming for a country. (Look through the entire list, as some countries are not grouped together.)
- Pay for a program that is aired in more than one country (minutes x occurrence of broadcast x number of countries x \$4.00).

Small Groups (Sunday School classes, small groups, Caravan, youth group, etc.)

- Collect the equivalent of one week's airing of a program (one 15-minute program aired once a week x \$4.00 equals \$60.00). Encourage good-natured competition.
- Have groups choose their goal by choosing a radio frequency (SW, AM, or FM), then choosing programs to sponsor.

Offering Events

Note: The following are suggestions for fun ways to receive your church's WMB Offering. The first ties in with the promotional ideas listed previously in this document. The latter two are geared more toward an "after church" event, where a casual atmosphere prevails.

- *Reaching the Unreached—One Program at a Time*—If you are using one of the ideas for underwriting the WMB programs listed earlier, this offering idea will fit with the promotion. Invite individuals, small groups, families, etc., to the altar for a time of WMB prayer and encourage them to bring their offerings with them. After prayer for the programs, broadcasters, and listeners, ask those at the altar to leave their offerings on the altar. To help people visualize the scope of your church's WMB offering, have people put the cards for the programs their offerings represent with the money. The sight of those many programs and the money should encourage future giving and prayer for WMB.
- *Listen to the Radio*—Download audio clips of WMB programs (<www.worldmissionbroadcast.org>, then click on Broadcasts, then Audio Clips). Divide your church's WMB goal by the number of clips you have, using the resulting number as offering benchmarks (for instance, if your goal is \$200 and you have five audio clips, the benchmarks would be at every \$40 increment). On the Sunday you receive the offering, have counters available to total the money as it comes in. As the offering reaches each benchmark, play a radio segment over the public address system. While the money is being counted, show WMB segments from the *World Mission DVD* (sent quarterly to each local church in the U.S.A. and Canada) or create your own educational promotions for WMB.
- *Bring in the Radios*—This is a variation of the idea above; however, instead of being auditory, it is visual. It also allows the goal to be broken into smaller (or larger) increments. Ask church members and other friends to loan a variety of radios for the day of the offering, and divide the goal by the number of radios you receive. As the offering reaches each benchmark, bring in a radio, set it in a prominent place in the sanctuary, plug it in, and turn it on. Have each radio tuned to a different station (preferably different styles of broadcasts and music).



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