

PROMOTIONAL OPPORTUNITIES | Ministry Minute [M:60]

What is an M:60?

An M:60 is shorthand for “Ministry Minute” – a short, roughly 1-minute announcement opportunity on Sunday mornings in front of the congregation. It is an intentional way to keep our WBC family informed on ministry opportunities in which they may participate or serve within our fellowship. By clearly communicating a concise, informative message on a regular basis during the Sunday morning worship service, our desire is to encourage our church family with what’s taking place within the body.

What formats are available for an M:60?

There are a variety of formats in which you can give an M:60. These communication formats include (but are not limited to):

1. **Live In-Person Announcement** (Live Wire)
2. **Prerecorded Video Clip** (Ministry Short)
Contact Pastor Giles if you would like assistance in creating a video for your M:60. These need to be planned further in advance since they require more time to create and edit.
3. **Live Skit** (Commercial)
4. **Other** _____ – to be approved by Executive Pastor (XP)

What should I make sure I include in an M:60?

Make sure to consider and provide the answers to the following questions in your M:60.

1. What is the M:60 about? (Upcoming event, volunteer needs, ministry update, etc.)
2. Who is the M:60 for? Who do you want to listen and pay attention to what you’re saying?
3. Are there any deadlines people need to know about?
4. If it is an event:
 - a. What is the purpose of the event?
 - b. When will it take place?
 - c. Who is putting the event on? Who is invited to come?
 - d. Do attendees need to sign up ahead of time?
 - e. Do attendees need to bring anything?
 - f. Is food provided?
5. What is the “next step”? Is there an action you want people to take after hearing the M:60?
6. Who can they contact for more information?

What should I keep in mind when preparing for an M:60?

1. Each ministry of WBC brings value to the overall health and growth of the body. No individual ministry of WBC is our identity; thus, it is important to remember that each ministry has equal value and one should not override another within the family.
2. All content should be clear. You are encouraged to script your announcement, not simply “wing it.”
3. Keep your announcement concise – no longer than 1 to 2 minutes.
4. Plan to give your M:60 well in advance of the event or opportunity you are promoting, and submit your M:60 request well in advance, too. All requests for an M:60 announcements will need to be submitted **no later than** the Wednesday before the Sunday requested. We limit the announcement time to one to two M:60s per Sunday.

How do I schedule an M:60?

To schedule an M:60, please contact Sarah Popple in the office at office@waukeshabible.org. We will confirm with you if the date is available.

What do I do on the day of my M:60?

On the Sunday of your M:60, stop by the Sound Booth to get your microphone. The M:60 will take place during the Announcement Time and will be the first of the announcements given. Announcements always follow the Greeting Time, so please have your microphone ready and be in the front pew by the time the Greeting Time is wrapping up. You will be introduced and welcomed forward to give your M:60. We encourage you to stand behind the podium while giving your M:60 so that everyone can clearly see who is talking.

To Better Serve You...

M:60 Ideas

- Concisely describe the specific ministry and its purpose.
- Highlight when and where the ministry operates and who it is for.
- Express a need/opportunity for volunteers (general or specific).
- Promote an upcoming event/activity/special ministry opportunity.
- Create awareness or excitement for the ministry.
- Show pictures relating to the ministry with someone relaying information (voiceover).

Other Promotional Opportunities

The office will add your ministry event(s) to the online church calendar, create promotional signs and announcement slides, announce it in the bulletin, etc. **provided that you have submitted your event to the office by the 10th of the previous month.** This is the amount of time needed to create the materials, get it in front of the congregation so that they become aware of your event, and for your event to be included in the next month's newsletter (which gets formatted and written during the 3rd week of the previous month). Please inform the office if you need anything out of the ordinary, such as a signup sheet, handouts, etc. by emailing Sarah at office@waukeshabible.org.