

PROMOTIONAL OPPORTUNITIES | Ministry Minute [M:60]

Purpose: The M:60 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.

Strategy: We will employ a variety of options during the Sunday announcement time to communicate ministry opportunities to our WBC family on a consistent basis. Communication methods include (but not limited to):

1. Ministry Short (60-120 second video clip)
2. Live Wire (60-120 second in-person announcement)
3. Commercial (60-120 second skit)
4. Other _____ – to be approved by Executive Pastor (XP)

Expectations: As each ministry of WBC brings value to the overall health and growth of the body, we believe it is important to keep these opportunities before our fellowship. We also believe that 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. Also, no ministry is required to participate in this process, but the opportunity is available and encouraged.

1. Scheduling:

- Ministry Coordinators should take the initiative to determine the best or most appropriate time to make an announcement for an upcoming event or ministry opportunity.
- During the weekly staff meeting (Thursdays 9:00-10:30am) we discuss and finalize the logistics for Sunday's worship service. All requests for an M:60 announcements will need to be received by the XP prior to our staff meeting in order to be included for Sunday.
- Ministry Coordinators are encouraged to plan ahead and not wait until the week of to submit announcement requests in order to secure the desired date(s). Our desire is not to overbook the announcement time, so we will be limiting M:60 announcements to 1 or 2 per Sunday.

2. Time Consideration:

- Ministry Coordinators are encouraged to keep announcements concise. 60-120 seconds should be plenty of time to clearly communicate desired content.
- Ministry Coordinators should indicate how much time the desired announcement will require when submitting their request.
- The M:60 announcement will take place on Sunday morning at "Announcement Time" and will be the first of the announcements given. Announcements always follow the "Greeting Time," so if you are scheduled to make an announcement please have your microphone ready (see sound booth) and be in the front pew by the time greeting is wrapping up.

3. Content:

- Ministry Coordinators are responsible for the content communicated. Coordinators may want to delegate this to someone else within their ministry team, but the MC is ultimately accountable for the content. Please do not expect the office or pastoral staff to be the creative team to draft your ministry announcement.
- The Ministry Coordinator or representative should deliver the announcement on Sunday. Please do not expect Pastor Pat to give your announcement. He will follow up on the announcement you give, thus providing encouragement to the congregation and support of this ministry.
- All content should be clear and concise. You are encouraged to script your announcement, not simply "wing it."

To Better Serve You...

M:60 Announcement 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).

Ministry Short (60-120 second video clip) –

- These can be a bit more challenging to create, but have potential to be very memorable. If you would like help in this process, both Megan Goodwin and Jason Bowling are more than willing to assist in this process.
 - Megan Goodwin: meganhilton7@gmail.com
 - Jason Bowling: jasonRbowling@gmail.com
- These should be planned further in advance since they usually require more time to create and edit.

Other Promotional Opportunities to Consider – the following opportunities can be utilized by contacting Janel Litzner in the office by Wednesday (before 1pm) at janel@waukeshabile.org.

- **Bulletin Announcements** – bulletins are printed weekly with updated ministry information
- **eBulletin Announcement** – an electronic version of the printed bulletin that is emailed to the congregation weekly
- **Posters/Signs** – a concise, detailed, visual reminder posted in strategic locations through the building
- **Monitors** (foyer and auditorium) – a concise, detailed, visual reminder on the foyer and auditorium monitors that scrolls both before and after services
- **Community Connections** – bulletin boards located by the office entrance are available to promote upcoming events and a variety of other opportunities
- **Ministry Center** – the ministry center located in the foyer is available to promote ministries throughout the year in a variety of ways (sign-up sheets, brochures, postcards, etc.)