



Leaders guide

How to promote the

2011 - 2012

CBF *Offering for*
GLOBAL MISSIONS



God's mission, *your passion*

When you and your church give to the CBF Offering for Global Missions, you become part of God's mission in the world. You help change the lives of people you may never meet. You help provide a Christ-like response to hurting people and a Christian presence among people groups that may not otherwise hear the gospel.

Together, through the CBF Offering, we do what no one church or person could do alone — we pool our financial resources to send God's called ministers into the mission fields of the world. These CBF field personnel serve long-term in one place, building relationships and opportunities for you and your church to come minister alongside them.

God's mission and the CBF Offering bring us together to join God's work. Encourage your church to give, to go and to become part of God's mission to heal, redeem and transform the world.



What is the CBF Offering for Global Missions?

The CBF Offering is an annual campaign to support CBF's life-changing missions efforts around the world. Both churches and individuals can give to the Offering, which is collected year-round. Gifts to the 2011-2012 Offering are received from Oct. 1, 2011, through Sept. 30, 2012.

What does the CBF Offering do?

The CBF Offering financially supports CBF field personnel around the world by funding their ministries, salaries and benefits. These field personnel share the gospel among those who haven't heard, meet physical needs among the most neglected and serve the local church by providing ways for Fellowship Baptists like you to participate in life-changing ministry.

Why is the CBF Offering important?

Without gifts to the Offering, many CBF field personnel could not serve, and many life-changing ministries could not exist. This year's national goal, \$4.8 million, is the amount needed to support these ministries. The Offering is not "over and above" the CBF Global Missions budget; it is the PRIMARY way field personnel are funded.

This year's CBF Offering stories:

International – Refuge and Hope in Sub-Saharan Africa

CBF field personnel Jade and Shelah Acker live in Uganda, where they minister to refugees who have fled war zones and other violence. Often, these refugees have lost everything, and they come to Uganda to begin a better life. Through a community center, the Ackers share the hope of Jesus Christ as they teach English, lead Bible studies and help meet physical needs.

North America – Touching Miami with Love

In the inner-city Miami neighborhood of Overtown is a yellow-bricked building where CBF field personnel Angel and Jason Pittman share the love of Jesus Christ in one of Florida's poorest and most dangerous zip codes. Many of the local children and teenagers live in poverty, go to a failing school and have witnessed gun violence firsthand. But when they come to the ministry center of Touching Miami with Love, they encounter the life-changing love of Christ.

t i p :

Using video

The DVD contains video segments about ministries the Offering supports. Use a different video in each worship service for several weeks. Order extra free copies for Sunday school classes, small groups or Wednesday night Bible studies. Suggest to leaders that they pick a video to show during their class or meeting time.

Promoting the CBF Offering for Global Missions

On behalf of the more than 135 field personnel serving globally, the Cooperative Baptist Fellowship thanks you for your commitment to the Great Commission and God's mission in the world.

Promoting the CBF Offering isn't about asking for money. It's about inviting your church to be part of God's mission through CBF field personnel serving around the world. Becoming part of something as powerful as God's work in the world naturally leads to a desire to give. You are inviting your church to see what God is doing through CBF field personnel. You are inviting them to listen to a story of God's work and then respond.

New to promoting the CBF Offering?

If this is the first time you have the responsibility for promoting the CBF Offering at your church, then study this guide carefully. It contains detailed explanations of how to use such tools as the DVD segments, children's sermons, posters, bulletin inserts and much, much more to help you guide your church to a successful campaign. The most important step you can take is to schedule a CBF missions speaker ... early! Contact us at face2face@thefellowship.info today. You can also contact Lance Wallace for a one-on-one consultation by calling toll free (800) 352-8741 or e-mailing lwallace@thefellowship.info. Thanks for taking on this important role in your church!

Promotional resources available for you to use

There are many resources to assist you in telling the story of God's work in the world. Numerous free resources are available online at www.thefellowship.info/ogm. You can also order print and video resources from The CBF Store by calling toll-free (888) 801-4223 or at www.thefellowship.info/ogmorder.

Video resources

Video allows your congregation to engage with the sights and sounds of CBF ministry, helping show how gifts to the CBF Offering for Global Missions result in changed lives, empowered people and renewed hope. Use the Offering DVD in worship, missions groups, Bible study classes, Wednesday night prayer meeting or in your home. It contains segments on the work in Sub-Saharan Africa and Miami as well as other field personnel testimonies.



tip:

Using your newsletters

Include the CBF Offering in your existing print or e-mail newsletter. You can download CBF Offering logos from www.thefellowship.info/ogm to use as clip art. Ask a church member to write a short missions reflection story, or use the text on page 2 of this guide.

Print resources

- >> Set of 100 CBF Offering for Global Missions envelopes (product no. 1020P023)
- >> Additional copies of this leaders guide (product no. 1120P005)
- >> Set of 25* International focus (Sub-Saharan Africa) bulletin inserts (product no. 1120P001)
- >> International focus (Sub-Saharan Africa) poster (product no. 1120P002)
- >> Set of 25* North American focus (Miami) bulletin inserts (product no. 1120P003)
- >> North American focus (Miami) poster (product no. 1120P004)
- >> DVD (product no. 1120DV001)
- >> Set of 25* year-long prayer guides — Prayers of the People (product no. 1180P001-25)

* For example, 100 inserts or guides is 4 sets.

You can order these resources at www.thefellowship.info/ogmorder or by calling toll-free, (888) 801-4223.

Online resources

The following free promotional tools are available for download at www.thefellowship.info/ogm (if you do not have access to the Internet, call the CBF Store toll free at 1-888-801-4223 to have the resources sent to you by mail):

- >> Sample step-by-step promotion plans
- >> Children's sermons
- >> Dramas
- >> Litanies
- >> Missions moments for use at offering collection times
- >> Stories and photographs from CBF field personnel
- >> Information on the Cooperative Baptist Fellowship
- >> Video segments from the DVD
- >> PowerPoint presentations on CBF Global Missions and other CBF ministries
- >> Logos

Promotional campaigns

Here is a quick look at how to promote the CBF Offering for various types of campaigns.

Seasonal

Baptists have traditionally focused on international missions in the fall or at Christmas and domestic or North America-based missions in the spring or at Easter. Here is a brief outline for a five-week campaign you can do during fall/Christmas, focusing on Sub-Saharan Africa, and spring/Easter, focusing on Miami.

1. Schedule a missions speaker through *face2face*, CBF's speaker's bureau. Or look for information on live webinars featuring the field personnel on a Wednesday night or Sunday morning. Announcements of the interactive webinars will be posted to www.thefellowship.info/ogm.
2. Order resources such as CBF Offering envelopes, prayer guides and DVDs. Be sure to order the international focus bulletin insert and poster in the fall and the North American-focus bulletin insert and poster in the spring. There are also bulletin inserts, posters and video clips from other CBF field personnel if you prefer to focus on a different region of the world.
3. Set a realistic yet challenging goal for your church, in consultation with staff or the Finance Committee.
4. Promote the CBF Offering in the church newsletter, worship bulletins and bulletin boards.

tip:

Using your walls

Free, full-color posters are great to display on walls, bulletin boards, in meeting rooms, the fellowship hall and other high-traffic areas in your church building. Leave them posted throughout your church's campaign, plus a couple weeks before so church members know the promotion campaign is approaching. Remember, you can order additional sets to spread throughout the church.

5. Kickoff the campaign with a special emphasis during worship or a special event such as a missions banquet.
6. Recruit church members to give weekly testimonies and reminders during worship. Be sure to collaborate with church staff and worship planners. Suggested weekly “Missions Moments” are available at www.thefellowship.info/ogm.
7. Each week announce the progress toward the goal.
8. Follow up with your church’s key individual contributors and known CBF Global Missions advocates to ensure they’ve had the opportunity to give.
9. Conclude the campaign by announcing and celebrating reaching the goal. If you have not reached your goal within the specified period, still conclude the campaign by announcing the amount reached and making a final appeal for contributions.
10. Repeat this process during your next Offering promotion time. If you need to order additional bulletin inserts, posters, Offering envelopes or other resources, call The CBF Store at (888) 801-4223 or order online at www.thefellowship.info/ogmorder.

Throughout the year

Using this approach, international and North America-based ministries are highlighted simultaneously. The same steps as the seasonal appeal apply with the following variations:

1. Be sure to order bulletin inserts and posters for both international and North American emphases. There are two inserts and two posters – one highlighting international ministry and one highlighting North American ministry. There are also bulletin inserts, posters and video clips from other CBF field personnel if you prefer to focus on a different region of the world.
2. Display posters reflecting international and North America-based ministries at the same time.
3. Use the Sub-Saharan Africa bulletin insert one week in worship and the Miami bulletin insert the next.
4. Using online resources at www.thefellowship.info/ogm, select an appropriate drama, children’s sermon, litany, missions moment, etc., based on the time of year (Advent, Lent, other).
5. Show both the Sub-Saharan Africa and Miami video segments from the DVD. If time is limited, show the 5-minute video that combines Sub-Saharan Africa and Miami stories or use one of the shorter versions of the Sub-Saharan Africa or Miami video segments.

Combined

Because many of the churches affiliated with CBF are aligned with multiple Baptist bodies, many churches promote the CBF Offering along with other agencies’ missions offerings. Here are some suggestions on using this material in a combined appeal:

1. In a multi-week campaign, assign each missions agency a week. Invite a speaker from that agency and utilize that agency’s bulletin insert, offering envelopes and video materials that week.
2. Have a Sunday missions fair and worship service dedicated to

your church’s commitment to missions. Each agency could have a display in the missions fair and a speaker during worship.

3. Use an approach similar to the seasonal appeal, but promote one agency during one season and the other agency at another time.
4. Utilize the promotional materials from each agency, distribute each agency’s offering envelopes, and let church members decide how to designate their gifts.
5. Designate specific bulletin boards or display areas in the church for each missions agency and promote their ministries year-round. Remember, you can order additional resources to spread throughout the church.

For CBF Offering promotion consultations, contact Lance Wallace at lwallace@thefellowship.info or (800) 352-8741.

Promotion presentations

When you promote the CBF Offering to a group, the length of the presentation often determines what you are able to tell them about the CBF Offering. Here are some suggested ways to promote the CBF Offering based on the timeframe:

Promoting the Offering in five minutes

1. Announce that the church will be collecting an offering to support global missions and that the field will go to the CBF Offering for Global Missions. Tell your audience that the CBF Offering supports field personnel around the world and that without the CBF Offering, ministries like those in Sub-Saharan Africa or Miami would not exist.
2. Read a “Missions Moment” available online or play a video segment. The shorter testimony videos or the shorter versions of Sub-Saharan Africa or Miami videos are ideal choices if you have limited time.
3. Ask people to consider contributing toward these life-changing ministries. Tell them your church’s Offering goal. If appropriate, receive an offering.

If you have an additional 10 minutes

1. Tell them about the ministries the CBF Offering supports. Focus on Sub-Saharan Africa, Miami or one of the other CBF ministries with which your church is connected.
 2. If possible, play the Sub-Saharan Africa video, Miami video or the international and North America video, which focuses on both ministries.
- There are shorter versions available of the Sub-Saharan Africa and Miami video segments.

If you have an additional 25 minutes

1. Consider scheduling a CBF missions speaker to come to your church. This speaker will talk about CBF Global Missions, share powerful ministry stories and challenge your church to give generously to the CBF Offering. Schedule a speaker well in advance through face2face, CBF’s speaker’s bureau, by calling (800) 352-8741 or e-mailing face2face@thefellowship.info.
2. Your church can also have the field personnel join you virtually through a live webinar. Look for the scheduled dates and times at www.thefellowship.info/ogm or contact face2face to schedule a live webinar from the field.

tip:

Using your worship service

Arrange a meeting with the pastor, individual or committee that plans worship services. Introduce all the free worship aids available online, including litanies, dramas, missions moments, Powerpoint presentations, videos and children’s sermons. Talk about what is realistic to include in your regular worship services and commit to integrate at least one promotional resource.

tip:

Using your worship bulletin

Download the CBF Offering logo from www.thefellowship.info/ogm and include it in the bulletin announcements along with a brief description of the CBF Offering and your church’s giving goal. Include regular updates about your church’s progress toward the goal. You can also order CBF Offering full-color bulletin inserts and place them in the bulletin.

tip:

Using a live webinar

Many CBF field personnel are equipped with a web cam and a consistent Internet connection and can connect with your church live from the field. Webinars will be scheduled with the focus area field personnel, but you can set up your own on a Sunday or Wednesday night through face2face. It’s a great way for children’s groups to interact with field personnel!



God's mission,
your *passion*

CBF *Offering for*
GLOBAL MISSIONS 

Are you ready to tell the story of God's mission in your church?

Have you ...

- Scheduled a CBF missions speaker?
- Ordered pew giving envelopes?
- Ordered bulletin inserts for the duration of the campaign?
- Ordered multiple posters to spread throughout the church?
- Created the goal tracking bulletin board?
- Visited www.thefellowship.info/ogm to download the worship aids such as litanies, children's sermons and dramas?
- Ordered the DVD and scheduled times to show the segments in worship or in small groups?
- Made your personal contribution to help lead the way for your church to respond?



Cooperative Baptist Fellowship

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