



**A Guide to
Customizing Your
Missions/Mobilization
Event**



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Planning a Missions/Mobilization Event

What is a missions/mobilization event (MME)?

A MME helps your church, association, or convention customize an event for missions and mobilization to meet its unique needs. These events utilize missionaries, mobilize individuals to be on-mission Christians, and highlight missions opportunities. This guide includes step-by-step information on how every aspect of your event can be planned, promoted, and implemented.

Sounds great, but how will a MME benefit us?

If your church, association, or convention desires to expand the mission-mindedness of church members or expand the knowledge of the association, province or state convention regarding missions opportunities available through the North American Mission Board and the International Mission Board, a MME will assist you in that effort. The information in this guide will assist you in creating just the event to bring mission service information/opportunities to the people.

What if we already conduct events with a missions emphasis?

Great! Then this missions/mobilization event guide will serve to enhance your already-planned event.

Okay, we're ready. What's next?

Read through the information for each step, from naming your event, enlisting your MME Planning Team, organizing your missions fair to follow-up opportunities. The "Resources" section in this guide provides contact names and materials available from the North American Mission Board and the International Mission Board.

If you're ready to begin . . .

Let's get started!



Planning Your MME

Decide on a Name

Examples: Discovery Weekend, Missions Fair, Mobilization Celebration

Secure a Date

Once the time frame for the MME is determined, lead your church/association/convention to select a date. Selecting the right date is an important step in creating broad support and enthusiasm for your event. The event can be held during the week or on a weekend, It can be held for several days or for just one day.

Remember to give your leaders adequate time for planning, avoid holidays, prime time sporting events, school breaks, et cetera. Success of the event will depend on good organization.

Enlist Support

You no doubt recognize the need to inform your Southern Baptist family about missions. Evidently, you further believe that people's involvement in missions/mobilization events will deepen their commitment to global missions.

As you conduct missions/mobilization events you need the support of some key people within your church/association/convention. Your quest begins as you seek the support of local leaders. Make an appointment to present the event concept and inquire about other appropriate steps and channels to take in making the MME a reality. Talk with the director of missions and/or convention staff and request they join you in presenting the MME.

Other leaders whose support of the event is important are your church council, church missions development council, Woman's Missionary Union director, Women's Ministries director, Men's Ministries director, or similar ministry leaders. These individuals will be important helpers in planning and promoting the MME. It all begins by planting a seed and then leading others to join you in cultivating the idea to see it blossom into an enriching, creative missions festival.

Elect a MME Coordinator

A coordinator will manage the MME from conception to implementation. The responsibilities of the coordinator are outlined in "Preparing for Your MME," page 3."

Your MME coordinator must be a leader and planner. He or she should be one who follows through with details and believes in advanced preparation. The coordinator must believe in the concept and objectives of missions/mobilization events. The coordinator must have the ability and willingness to cooperate with staff and local leaders. Pray earnestly for God's leading in enlisting the right person to be your MME coordinator.

Develop a MME Budget

The MME is a missions celebration. It is the responsibility of the planning team to determine how large the event will be and develop a budget accordingly. Develop a budget to finance the MME with assistance from staff and other local leaders. Strive for quality, but remember that the more elements included, the greater the cost.

An obvious expense your group will need to address relates to guest mission speakers. Refer to "Enlisting MME Speakers," page 3, before discussing the number of mission speakers. Food and lodging for each guest will need to be considered in your planning.

Enlisting Your MME Planning Team

A leader recognizes the need for skilled individuals to assist in planning, promoting, and conducting an event such as the MME. The MME coordinator should enlist people to serve in various roles, such as guest missionary coordinator, transportation coordinator, and promotion coordinator.

Guest Missionary Coordinator

Working in cooperation with the event director and the event planning team the guest missionary coordinator will:

- ***Coordinate travel of guest missionaries.***

Determine which guests will need to travel by plane into town. It is recommended that the guest missionary coordinator work with a local travel agent to make any necessary air travel arrangements. As travel costs will have a significant impact on your MME a travel agent can assist in getting more results for your dollar.

- ***Coordinate the lodging of guest missionaries.***

Option A: The guest coordinator secures lodging for all guests in a local hotel/motel.



Option B: The guest coordinator secures lodging for all guests in homes of church members. (If Option B is chosen, it is best that the guest missionary coordinator select the homes rather than asking for volunteers.)

Option C: The guest coordinator secures lodging for all guests in an associational camp (if facilities are adequate).

• ***Coordinate the meals of guests.***

The lodging option selected will impact how meals are provided. For example, if guests are housed in homes of church members, it may be possible for the host family to provide breakfast and other meals for their guests.

Meals for guests may be scheduled as part of a special event during the MME. For example, your church/association/convention may plan an event banquet or prayer breakfast. The guest missionary coordinator will need to work closely with the special event coordinator to make arrangements.

• ***Coordinate hospitality gifts for guest missionaries.***

Your group may want to provide a hospitality gift for guest speakers. Such gifts should be indigenous to your area. Example: If your region is known for growing specific fruits or vegetables or specializes in crafts, then these would be great hospitality gifts.

• ***Coordinate budget regarding guest missionaries.***

Work closely with the entire MME team regarding all costs anticipated for guest missionaries, (i.e., travel mileage, air travel, housing, meals, honorarium, gifts).

Transportation Coordinator

The transportation coordinator coordinates the guest travel to and from the MME and works closely with the guest missionary coordinator.

Promotion Coordinator

The promotion coordinator works with the director and event planning team to promote the MME emphasis in as many ways as possible. He or she coordinates promotion in the church/association/convention and to the general public. It is important to let your church/association/convention family know about this up-and-coming event as soon as possible. Utilizing your event name will provide additional punch to your planning.

Enlisting MME Speakers

MME speakers should be effective communicators about Southern Baptist missions. Speakers may be local, state, North American and International Southern Baptist missionaries, as well as other individuals qualified to tell the mission story, such as Southern Baptist agency representatives.

These speakers should:

1. Inform and enhance the understanding of the missions work your church/association/convention supports through prayer and financial gifts.
2. Mobilize individuals to live an on-mission lifestyle.
3. Offer opportunities for missions involvement, which might include:
 - Short and long-term missions
 - Student and/or adult mission trips
 - North American and International missions opportunities
4. Inform your audience about the types of missions currently supported.

Be creative! Be careful not to limit your speakers to just Sunday morning services. Utilize them in all ages of Sunday School, including youth ministry, single and senior adult events, home Bible studies, prayer meetings, and so forth.

Preparing for Your MME

The MM coordinator should lead the MME Planning Team in the following steps.

Step 1: Pray and seek God's leadership for your MME. The MME Planning Team should be aware of what the church/association/convention's mission emphasis needs are, and through prayer, it can determine how to meet those needs.

Step 2: Compile a list of the MME Planning Team's specific needs. For example:

- Are there specific missionaries the church/association/convention would like to invite?
- Would the church/association/convention like to hear from a variety of missionaries representing different states, countries, professions, and ages?



- Does the audience need to enhance its basic understanding of Southern Baptist missions?
- Does the audience need to strengthen its missions praying, going, giving, et cetera?
- What does the MME Planning Team want the MME to achieve?
- What are the church/association/convention's financial needs/limitations?
- Does the MME Planning Team need to enlist missionary speakers who are on furlough in your state, or will the budget allow bringing speakers from outside the area?
- Has housing for missionaries been determined?

Step 3: Decide what activities the MME will include, time frame, and how many speakers are needed to meet the MME Planning Team goals.

Step 4: Begin the enlistment process:

- **Church:** Contact your local Baptist association to determine missions opportunities and missionaries in the immediate area that may be available.
- **Association:** Contact the Baptist province/state convention to resource the same information on a state level.
- **Contact the North American Mission Board (NAMB) and/or the International Mission Board (IMB) to inquire about speakers.** Plan ahead as possible speakers need to be contacted well in advance of the event. To enlist NAMB missionaries call the Mission Opportunities/Events Unit at (770) 410-6427. For IMB missionaries, call 1 800 866-3621. Once you receive information from NAMB or IMB, make the necessary decisions and the appropriate contacts.

Through well-planned missionary enlistment the MME team will have the most direct means of fine-tuning the MME. Once guest speakers are enlisted, keep them informed about the upcoming event. This will allow them to prayerfully prepare for their part in order for them to better meet your needs.

Remember... PLAN AHEAD!

Planning Special Events for the MME

What Are Special Events?

Special events are activities designed to enhance the overall MME experience. These events involve participants in missions while they learn about or actually do missions. Special events involve your church/association/convention members as a whole, or target special groups such as youth or children. Special events allow church/association/convention leaders to be creative and innovative.

The following are ideas that will assist your planning team in strengthening your MME:

Intercessory Prayer

- **Prayer-Grams:** The "North American Missions Prayer-Gram" is published quarterly by the Prayer Evangelism Unit. It lists daily prayer requests for North American missionaries. To receive this publication call (770) 410-6300, or e-mail prayer@namb.net. For general prayer information visit www.namb.net/prayer.

A monthly "Global Prayer-Gram" is published by the IMB. To receive this publication call 1 800 866-3621, or e-mail resource.center@imb.org.

- **Prayerline:** For online prayer requests for NAMB, visit www.namb.net/prayerline. For daily North American missions prayer requests call toll-free, 1 800 544-PRAY (7729).

For daily IMB prayer requests, call toll-free, 1 800 395-PRAY (7729). To subscribe to the IMB daily requests visit www.imb.org.

- **Be . . . One in a Million:** Commit to pray for: personal repentance, personal revival, national spiritual awakening. To be "One in a Million" who will pray, register at www.namb.net/prayer. Use emphases like these to launch a prayer ministry in your church/association/convention. For more information about developing a prayer ministry, call 1 800 462-8657, ext 6300, or e-mail prayer@namb.net, and write "Help with prayer ministry" in the subject line.



Events that Include Food

- **Multicultural Food Fair:** Lead church members to prepare food from different countries, states, nationalities, and Canadian provinces. The MME Planning Team may want to have a missionary speaker as part of this event.
- **Noon Day Lunches:** Plan noon meals that target specific audiences within the church/association/convention. During the meal, have a missionary speak about his or her work.

Hold multiple luncheons during your missions/mobilization event that target the following groups:

1. Senior adults
 2. Women
 3. Businessmen and women
 4. Students
- **Prayer Breakfast:** This event could focus on students, men, women, or men and women. It could include a breakfast meal, missionary testimonies, and special prayer time.
 - **Missions Projects:** Knowing the needs and opportunities of your community, state, nation, and world, allows the local church/association/convention to make an impact for Christ. Provide specific lists of needs/requests from:
 1. Local association
 2. State convention
 3. NAMB
 4. IMB
 5. Missionaries who are present for the event (See “Resources” in this manual.)

Missions Awareness Events

- **Missions Fair:** See “Organizing a Missions Fair,” page 5, in this guide.
- **Missionaries and Bible Study:** Have event speakers present their testimonies or other aspects of their ministry to various classes during the Sunday morning Bible study hour.
- **Missionary Autograph Party:** This event allows children to meet and greet guest mission speakers. It

provides children with a list of guest mission speakers (include photos if possible) and the place where they are serving. Provide an opportunity for children to obtain guest speakers’ autographs. The addition of food will enhance the effectiveness of this event.

- **Missions Games Festival:** Such a festival involves playing various games from North America and other countries. Ask missionary guests to assist in planning this event. It could easily include testimonies from missionaries and food.

Special Events for Youth

If the planning team would like youth to participate in the MME, be sure to involve youth leaders in planning the MME.

- **Pizza Party:** Combine pizza or another popular food among youth and a guest mission speaker. Remember that the designated speaker must be able to relate well to youth.
- **Youth Mission Bible Studies:** Plan, promote, and conduct a youth Bible study that focuses on the biblical basis of missions and the mandate for everybody (including youth) to get involved. *On Mission Youth Bible Studies* is a great resource. (See www.namb.net/catalog.)

Organizing a Missions Fair

What Is a Missions Fair?

How exciting! You’re going to have a Missions Fair—a creative Mission Education vehicle for participants and people who put it together. In a fun and festive atmosphere, a Missions Fair enables participants to experience a small part of the Southern Baptist mission story.

It’s that simple, and it’s that complex. A Missions Fair meets the needs of those who learn in small bites. Some people are short on attention span when it comes to absorbing new and unfamiliar information, including how Southern Baptists do missions. A Missions Fair takes short-attention spans and involves them in experiential situations. This results in longer retention and broader missions understanding.

Why Have a Missions Fair?

Through a Missions Fair, people are introduced to Southern



Missions Fair are: Games, hands-on missions experiences, the tastes of missions (There are some unusual foods that missionaries eat in other states and cultures.), the sounds of missions, the visual expressions of missions.

Information Booths and Displays

- Communicate the purpose of the booth to leaders and involve them in the planning of the Missions Fair.
- Have booths set up among other Missions Fair activities, since some types of information are best shared in a one-on-one conversation. This setting will allow strollers to dialogue with individuals representing the following:
 1. State, associational, or denominational representatives
 2. NAMB missionaries, or missionaries serving stateside with the IMB (in dress representative of their missions work or country)
 3. Missions volunteers who have participated in a mission trip or work (have them bring their scrapbooks, pictures, and etc.)
 4. Opportunities for upcoming Mission Education events or mission action projects (WMU and Baptist Men leaders are good choices to staff this booth).
- Encourage booth visitation. One idea is to provide a punch card that will be stamped once an individual has received information/facts, prayer requests, and stories from booth representatives.

North American and International Foods

Look for simple recipes that members can easily prepare.

North American and International Dress

Children enjoy dressing up. So do teens and adults—given the right setting. Provide items of clothing from regions of the United States or another country. An instant photo camera might be used to encourage people to “get in the picture.” With each photograph, give an interesting fact about the state/province/country represented by the clothing.

Entertainment

Face painting, strolling mimes, and clowns add color and interest to your Missions Fair. It also provides local “clowns” an opportunity to clown around for missions. Have them distribute missions facts with small giveaways. One suggestion regarding face painting. It’s popular among children and teens. Be sure to encourage adults to participate, too. The person painting faces has time to tell a mission story while painting, or to give a hug as a way to show God’s love.

Some communities, churches, associations, provinces, or state conventions have access to dramatic persons who can mime mission moments, a witnessing opportunity, or a first encounter with an element of a new culture. Someone could handout a written explanation of the mission moment being mimed.

Mission Sights and Sounds

Mission story telling is a wonderful way to share the drama of missions. A rocking chair, some small stools, chairs, or mats for listeners, and someone dressed appropriately to tell a mission story are all that are needed.

Music

Music from regions of North America and other countries make good background for the Missions Fair. Remember that no one wants to hit blaring spots in their stroll. Perhaps it may be helpful to incorporate music “breaks” with performers.

Videos

Consider having a missions video at the Missions Fair, where missions-related videos can be shown continuously. (See “Resources” in this manual.)

Publicize! Publicize! Publicize!

A great deal of work will make the Missions Fair a success. Make the added effort to let people know when, where, and how it’s going to happen. Let them know that it’s an exciting thing to look forward to! Enlist people to publicize the Missions Fair in their Sunday School classes and Mission Education groups. Put announcements and flyers wherever they’re usually placed in the church/association/convention. Include announcements about the Missions Fair in newsletters and bulletins. Have tickets for the Missions Fair available at key meeting times and events.



Baptist missions work and to the numerous ways Southern Baptist churches participate in spreading the gospel of Jesus Christ. (If there are members who do not participate in Mission Education ministries, this is an opportunity to provide information they may be missing.) A Missions Fair can accomplish some of the following:

- Missions Fairs offer uniquely active, hands-on encounters with missions. These experiences linger long after individual factors are lost amidst busy minds and busy lives.
- Mission Fairs are participatory in nature. It offers “do” events, leading to moments of discovery of God at work around the world.
- Mission Fairs enables individuals who are not exposed to Southern Baptist missions work the opportunity to learn in new, exciting, and fun ways. People put the fair together, work booths, and dialog with participants. Those who share their mission stories enable God’s message to reach from person to person.

The events chosen to be included in the Missions Fair should reflect the excitement of what Southern Baptists are doing in North America and all over the world in Christ’s name. Remember when people hear about a “Missions Fair” mental images of school, county, and/or state fairs may fill their minds. Just the words “Missions Fair” conjures up images of activities, booths, games, giveaways, food, balloons, streamers, flags, and amusing sights and sounds. That is exactly what a Missions Fair should do!

While planning the Missions Fair, recall the times you’ve been attracted by the air of excitement at a carnival or fair. Get excited about the experience so you can get others with whom you’ll be working excited about the experience, too. Take an “anything goes” attitude toward your Missions Fair activities. Whatever imparts a broader understanding of how Southern Baptists do missions is “fair” game.

How to Plan a Missions Fair

- Plan: Event, time, place, schedule.
- Elements: Activities, games, information booths, decorations, foods, people who organize the fair, and people who come to the fair.

- Experience: Active, hands-on, participatory, encounter, discovery.
- Activities: Opportunities to communicate a greater Southern Baptist missions understanding. A Missions Fair empowers the discoverer to hear God’s call to mission service and/or learn how to support Southern Baptist work more effectively.
- Time: A Missions Fair takes a lot of time. It takes time to put together and time to allow participants to do, see, and experience everything offered. Choose a time for your fair that keeps these things in mind. Your Missions Fair should be at least a three-hour event. It takes that long for every child to play every game at least three times. It takes that long for every adult to stop and talk at the booths, get excited about what he or she is hearing and learning, and “get into” the Missions Fair.

Decorations: Let Your Creativity Go!

- Balloons: Have plenty. Rent a helium tank, search the local party stores for all kinds of balloons, and let them decorate your space.
- Windsocks: These wonderfully colorful shapes that blow in the wind can add color to your environment.
- Banners: They are everywhere, and they come in a variety of themes. Perhaps someone in the church/association/convention might even sew or hot glue some together for you.
- Crepe paper streamers: Not a good idea for outside, but great inside.
- Colorful flags on a string: Just like in the car lots. Check the local fixture/display sources for these. They’re colorful and can make good boundaries where needed.
- Booths: A table with a cloth and a display behind it will be colorful and effective. Chairs are not a mandatory part of the booth. People interact better when standing.

Activities

Examples of activities you may want to plan for the



Checklist for Missions Fair Planning

Six Months to One Year in Advance.

1. Pray, asking God's guidance and blessing on your endeavors. Know your purpose and set the guidelines for fair activities (will items be sold or not?), and determine your budget.
2. Enlist a group of creative, enthusiastic people to help you. It takes a lot of creativity, lots of detailed planning, lots of sweat equity on site, lots of enthusiasm during the Missions Fair, and lots of cleaner-uppers afterwards.
3. Design the campaign: Who will be responsible for food, decorations, contacting church/association/convention support persons; being a liaison with missions/mobilization event leadership; working with church/association/convention staff and administration to follow proper procedures; plotting out the Missions Fair sites and communicating plans to the planning team?
4. Invite representatives: Denominational, state, association, convention; NAMB and IMB missionaries, as well as local missions volunteers who have stories, artifacts, and pictures to share. Enlist entertainment people to participate.

Let the representatives know the date, time, and any information about what is requested of them. Share with them the theme for the MME, the purpose of the Missions Fair, and how these representatives fit into that purpose. Provide information regarding how to request tables and audiovisual equipment, the amount of space they'll have. Suggest they make their participation as activity oriented as possible.

Three to Six Months in Advance

1. Meet regularly with your planning team and decide where the Missions Fair will be held, how the events will be distributed, who will coordinate the site, et cetera.
2. Plan decorations and begin purchasing or making them.

3. Publicize! Publicize! Publicize! You cannot publicize enough.
4. Follow-up on anyone who hasn't responded to your invitation to participate. Call, if necessary. Develop an evaluation form for future follow-up.

Three Months in Advance

1. Publicize! Publicize! Publicize!
2. Arrange for helium rental and purchase balloons and other decorations.
3. Relate final information to people staffing the fair and those responsible for activities and booths.
4. Mail invitations, letters, and cards, including a name and phone number for last-minute changes or questions.
5. Make contingency plans for what you will do if your fair is planned for out-of-doors and it rains.

Day of the Missions Fair

1. Pray. What God will do through this Missions Fair will amaze you, inspire you, and leave you with an appreciation for things you never knew existed.
2. You will also be tired and nervous. Take a deep breath and relax.
3. Blow up balloons: (It takes a couple of hours to accomplish this!), hang windsocks, banners, and streamers, step off booth spaces, place tables and audiovisual equipment you've promised to provide. Mark the site so each representative can find his or her spot. Make a Missions Fair map; deliver boxes and supplies to Missions Fair sites.
4. Have fun! Enjoy the fruits of your labors.

Follow-up

1. Plan to take a mission trip (vision trip).
2. Prepare a logistics manual.
3. Have testimonies from event.



RESOURCES

Associational Missions Office

(Consult your telephone directory or church office.)

Convention Office

(Consult your association office for the address.)

North American Mission Board (NAMB)

4200 North Point Parkway
Alpharetta, GA 30022-4176
(770) 410-6000

- Mission Opportunities/Events Unit, ext. 6427 (enlistment of NAMB Missionaries)
- Missionary Mobilization Team, ext. 6458 (long-term opportunities: MSC, career, and student missionary positions)
- Volunteer Mobilization Team, ext. 6131 or ext. 6132 (short-term opportunities)

Materials:

- *On Mission* magazine
- Web site for magazine: www.onmission.com
- E-ssentials (Provides present-day applications of biblical truths . . . energetic, visual material, which help your congregation remember and respond. Great for sermon illustrations, missions awareness, worship enhancements, discussion starters, and more.) Visit www.essentials.tv for subscription pricing)
- *On Mission Team Manual* (cost item)
- Web sites:
 - www.namb.net, general information
 - www.answerthecall.net, long-term opportunities for adults and students
 - www.thebridge.net, short-term opportunities
 - www.studentz.com, student opportunities
 - Resources, products, mission materials
 - www.answerthecall.net

International Mission Board (IMB)

P.O. Box 6767
3806 Monument Avenue
Richmond, VA 23230-0767
1 800 999-3113

Materials

- *Commission* magazine – online at www.imb.org
- Web sites: www.imb.org, general information
- www.task.org, student opportunities

Answer
His Call **Tell**
His Story
Change
Your World



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