

# Mississippi WMU Edwina Robinson Offering

## Suggestions for Promotion

### **PURPOSE**

To create awareness of the *MS WMU Edwina Robinson Offering* (ERO) within Mississippi Baptist churches. The ERO Offering Guide provides information about the allocations and activity pages that can be used for any ages. Additional online teaching plans and materials can be customized to best meet the needs of your church or group.

### **PRAY**

- Pray for your church to have greater awareness and commitment to missions.
- Pray for members to give creatively and sacrificially to the offering.

### **PLAN**

- Form a team to plan, promote, and conduct the emphasis. Include the pastor, mission leaders, and other mission advocates.
- Schedule emphasis dates on the church calendar. Traditionally, the offering will begin in May. However, your church or mission organization can collect the offering anytime of the year.
- Set a challenging church/group goal. Encourage each mission organization to set goals. Construct a way for your church to visually keep track of the goal and progress.

### **PREPARATION**

- Order the ERO offering guides and envelopes.
- Review the Online Resources. Share the availability of the age-level teaching plans with appropriate leaders.
- Ask your pastor to preach a sermon on the emphasis. Provide him with the offering guide and churchwide teaching plan as resources for preparation.
- Invite a guest speaker for your church/group emphasis. Mississippi WMU/Women's Ministries can help you enlist a speaker.

### **PROMOTION**

- Have offering guides and envelopes available in a display area, church pew or other convenient location.
- Use your church bulletin, newsletter, website, facebook page, etc... to promote the offering.
- Make arrangements for special prayer times.
- An allocations page (downloadable) is available on the webpage to use as a bulletin insert.
- Activity pages from the offering guide are available as a single page download from the website. Leaders can download these pages and use them in many different settings.

For assistance promoting the MS WMU Edwina Robinson Offering, please contact MS WMU/WM at 601-292-3319 or [amassey@mbcb.org](mailto:amassey@mbcb.org) (Amy Massey). Find the ERO webpage at [www.mbc.org/offerings](http://www.mbc.org/offerings).