

Edwina Robinson Offering

Promotion Ideas

Why? – Promotion is important so that Mississippi Baptist churches will be aware that the *MS WMU Edwina Robinson Offering* (ERO) provides a unique opportunity to support missions needs not covered by other offerings or budgets.

When? – The offering has traditionally been promoted beginning in May. However, feel free to promote and gather the offering in your church or mission organization whenever it is most convenient for you. It is best for your gifts to be submitted by December 31.

Who? – A planning team is ideal. Include missions leaders, your pastor or other staff person, and creative missions supporters, Include a tech-savvy person to help with social media, etc. This team will set the goal, put the emphasis dates on the church calendar, and develop ways to promote the offering.

How? – Pray, prepare, and promote using the following suggestions:

- Of course, prayer should be first thing. Pray that the Lord will lead you to set a challenging goal. Pray for guidance, for your church to become involved, and for members to respond by giving generously.
- Order ERO offering guides and envelopes for your church. Become familiar with the resources available on the ERO website so that you can choose the ones best suited for your church. Several of the resources can be downloaded and printed for various uses.
- Enlist a speaker. Maybe your pastor would preach a sermon on the emphasis. As you read about the allocations, you may have a person in your congregation who has benefited from the offering. MS WM/WMU can also assist you in getting a speaker.
- Put ERO information in your church's scrolling video announcements, in the newsletter, and in your bulletin. Use a video testimony before your worship service.
- Enlist a creative person to design a display about the offering in a prominent place or two in your church. Place visuals with your goal and facts about the offering and Miss Ed on bulletin boards, in hallways and in Sunday School rooms.
- Have a visual way to show the progression toward your church goal as the offering is gathered.
- Social media – promote the offering on your church website and in Facebook groups. You could use pictures of the displays and visuals you created. Encourage Twitter users to use #MissEd and tell about the offering in their tweets. Instagram users can promote the offering as well. A social media savvy person can assist with this.
- Encourage missions groups, Sunday School classes or other church groups to set their own goals.
- Encourage your age-level leaders to use the information and activity pages so that all ages can become involved in the ERO giving and promotion.
- Remember that MS Women's Ministries/WMU is available to answer your questions and provide assistance as you plan and promote.