



PROMOTING YOUR TRIP

Once you have determined to do the mission project, then the next step is to promote the project and recruit team members. If possible, the process of selecting the project should be begun at least 9 months in advance of the actual project. Promotion should begin at least six months prior to the project.

The key person in any project is the team leader or organizer. This is the person who has the vision and the drive to put the project and the team together and actually lead the group on the mission trip. Although many tasks may be delegated, it is absolutely necessary that someone be in charge. Twenty Five years of experience doing this has taught me that if a team and project fails to come together, it is because of poor leadership. The leader may be a pastor or staff person, but it may also be a qualified, motivated lay person.

So how do I recruit and promote the mission project?

1. Identify some key people that you would like to see go, and gather them together for an informal meeting (perhaps at your home) to share your vision, get their input, and challenge them to participate. Discuss together names of other potential members. Assign core group people the job of personally contacting those others discussed.
2. Create a quality brochure or website giving all details: (cost, dates, deadlines, project description, giftedness of people needed, project schedule, description of ministry location, and what to do if you are interested).
3. Promote the project in all church bulletins, publications and websites – include time of first information meeting scheduled. A power point video presentation before or during a church service is very effective. Will the pastor say a word about the project during a service?
4. The most effective recruiting is letting people recruit people. Give those who going some brochures and assign them the task of recruiting others. People are more apt to go if they have some friends who are going.
5. Realize that people attract people. "Hmm, this sounds interesting, but who is going?" If they don't know anyone who is going, then they are hesitant to sign up. Advertise names of those already signed up.

6. Visit Sunday School classes and small groups and give short promo presentation. Leave a brochure circulating in the class and others at the door of the class as people leave. Announce time of first information meeting.

7. Hold an information meeting. Don't call it a Mission Trip Information Meeting. Call it something less daunting – such as Alaska Mission Trip Q & A Meet. Pass around a pad and get names, phone numbers, emails and addresses of all who visit this meeting. Give them the cost, ministry details, deposit deadlines, why they are needed, and show them how to get a passport (if needed). Q and A time. Call them a few days later to see what they are planning to do.

8. Invite your pastor! It helps enormously if the pastor is going. His participation gives credibility to the project.

9. Information table in prominent area of church manned before and after services – with brochures, display, and people. Delegate to team members the job of designing and manning this table.

Two Other issues you must address:

1. What can I do? How am I needed? Help people see how they are needed on this mission.
2. Funding. Address the objection, "I can't afford this." Help people see how they can raise their funds. (see "Funding Your Trip".)