

Million Dollar Sunday

2017 Communication Plan

The following is a suggested schedule to help you promote Eastern European Mission's (EEM) Million Dollar Sunday (MDS) to your congregation or community. Downloadable [resources](#) to help you implement this plan can be found at www.milliondollarsunday.org. These resources include a Social Media Toolkit, sample bulletin and pulpit announcements, PowerPoint slides, posters, ads, etc.

Repeated communication at church should begin weeks prior to your church's MDS date and should be targeted towards members of all ages. It is not required that all of these promotional activities take place, but repetition is key to get out a message. We would love for all of your ideas to be included as well.

It is our prayer that this plan paired with our resources will help facilitate not just one great conversation, but ongoing dialogue and action to participate in Million Dollar Sunday to sow God's word in Eastern Europe.

The Plan

Three Weeks Prior to Your MDS Date

Send out an email to your congregation with the link to www.milliondollarsunday.org including a prayerful call to action

- Use our Social Media Toolkit to promote MDS on your church social media accounts
- Put up posters in your church building
- Use our announcement suggestions to share MDS from the pulpit, during Bible class and small groups
- Mail a letter on a church letterhead describing the goal and purpose of MDS signed by a deacon of missions or an elder
- Put an announcement on the church's website or in the bulletin

- Ask for MDS to be included in individual, small group & congregational prayers
- Include an MDS PPT slide in a church video loop or on building video displays
- Hand out the MDS 2017 brochure at church
- Tell your congregation where to view EEM and where to learn more at milliondollarsunday.org

Two Weeks Prior to Your MDS Date

- Use our Social Media Toolkit to promote MDS on your church social media accounts
- Use Announcement 1 to share MDS from the pulpit, during Bible class or at small group
- Email Announcement 1 to your congregation, Bible class or small group
- Display MDS PPT Slides in church video loop or building video displays
- Ask for MDS to be included in congregation, small group or individual prayers
- Have additional MDS 2017 brochures available at the church building

One Week Prior to Your MDS Date

- Use our Social Media Toolkit to promote MDS on your church social media accounts
- Mail our postcard to church members reminding them of the contribution next week on the Tuesday before MDS contribution
- Use Announcement 2 to share MDS from the pulpit, during Bible class and small group
- Email Announcement 2 to your congregation, Bible class or small group
- Display MDS PPT Slides in church video loop or building video displays
- Ask for MDS to be included in congregation, small group and individual prayers
- Show the MDS video
- Add our Bulletin insert with an article in the bulletin telling your congregation how to style their check (make it payable to EEM) and whether the contribution will be in conjunction with or separate from normal Sunday morning contribution

Your Church MDS Collection Day

- Use Announcement 3 to share with the congregation and have a special prayer for MDS
- Use our Social Media Toolkit to announce the MDS kickoff day
- Allow the children's classes to participate with their offering to buy Bibles for others their age
- Tell the congregation that if you forgot your checkbook, bring a check to the office (or give it to an elder or mission deacon) the next time you are at the building. Or, you can mail a check to EEM but make sure that you say which congregation you attend. They may also donate online at milliondollarsunday.org.

One Week After Your MDS Date

- Tell the congregation how much was raised the previous week
- Tell anyone who was unable to give last week that we can still accept funds
- Thank them for their generous support and tell them that the funds will go for the intended use.
- Tell the congregation that the MDS website will track the cumulated status of the contribution
- Point out that MDS is ongoing through the end of the year in the event that they would be able to make an additional year-end gift.

If you need additional content, contact your Regional Director or the EEM Dallas office (800-486-1818 or 972-851-3404). If you have success stories and photos, please share them with us at info@eem.org.