



2021-2022 PLANNING & PROMOTION GUIDE

SEASON OF PRAYER FOR STATE MISSIONS & GOLDEN OFFERING FOR TENNESSEE MISSIONS

Suggested Dates for the Week of Prayer: September 12-19, 2021

Statewide GOTM Goal: \$2,100,000

Theme: Same Jesus. Sharing Hope & Truth

Scripture: "Jesus Christ is the same yesterday and today and forever."

Hebrews 12:8

"Jesus said to him, 'I am the way, and the truth, and the life.

No one comes to the Father except through me.'" John 14:6

PROMOTION TOOLS:

- Golden Offering for Tennessee Missions Videos
- "Same Jesus. Sharing Hope & Truth" Poster
- Offering Envelopes
- Prayer Guide for 2021-22 Tennessee Missions Emphasis
- Faces of State Missions Brochure - NEW
- GOTM Highlights & Talking Points (includes sermon outline)
- What is GOTM? Flyer
- Any Way You Slice It, Tennessee is a Mission Field!
- Worship Tools - Skits/Reading
- Podcast Interviews with State Missionaries
- Printable and Digital Promotion Graphics
- Social Media Kit

Items available for churches to order for GOTM/State Missions Week of Prayer: poster, offering envelopes, and prayer guides. To order materials, a DVD or flash drive with videos and materials call 615-371-2038 or 800-558-2090 ext 2038.

To download promotion videos and resources, visit GoldenOffering.org

PLANNING TIPS:

- Pray for guidance as you prepare and lead your church in giving to the 2021-22 Golden Offering for Tennessee Missions.
- Plan early for promoting and participating in the season of prayer for state missions and the Golden Offering for Tennessee Missions:
 - Choose calendar dates for your church's Week of Prayer for Tennessee Missions and Golden Offering collection.
 - Set an offering goal for your church.
 - Invite a state speaker from the Tennessee Baptist Mission Board to share with your church about state missions in person, via a live video call or a recorded video. Call 800-558-2090 or visit GoldenOffering.org to request a speaker.
 - Review the 2021-22 promotional materials and videos available at GoldenOffering.org.
- Use information from state missions materials to form prayer prompts to share with your church.
- Select someone to assist with offering promotion (including printable, materials, social media, bulletin boards, pre-worship slides, etc.).

PROMOTION IDEAS

DO:

- Conduct a Golden Offering kickoff event to get everyone excited and learning about Tennessee missions.
- Provide churchwide opportunities for all ages, including preschoolers, children, students, and adults to be personally involved in praying for, giving to, and being involved in Tennessee missions.
- Include a children's sermon in a worship service to help children learn about state missions and encourage them to give to the Golden Offering for Tennessee Missions.
- Engage your children/youth groups; allow them to share with your church about the Golden Offering through drama, music or other means depending on your church's ministries (use the GOTM Highlights & Talking Points to get started).
- Observe the Week of Prayer by having specific gathering times in your church, in homes or video conference to pray for those in need of Christ and state missions efforts.
- Use the Prayer Guide in church gatherings during the Week of Prayer. Gatherings can include worship, committee meetings, staff meeting, choir practice, and special church events.
- Offer evangelism training for church members to equip them to tell others about Christ and share what He has done for them.
- Share ways your church members are already involved in ministries supported by the Golden Offering for Tennessee Missions (ministries like Disaster Relief, Compassion Ministries, Baptist Collegiate Ministries and more).
- Conduct an on-going emphasis during the month of September that includes prayer times, videos, presentations, and sermons to generate momentum for the offering.

SEE:

- Create a visual in the church, on the church website and/or social media sites to display your goal and publicize the amount given each week to show the progress toward the goal. Celebrate when you meet or exceed your church's goal.
- Mail the Prayer Guide to church members, place it inside your church bulletin, or place it in strategic locations in the church for people to pick up.
- Make GOTM offering envelopes available.
- Display Golden Offering posters in prominent places throughout the church to draw attention to this special missions emphasis.
- Include an ad or a brief article about the offering in your church newsletter, bulletin, pre-service slides and/or social media sites. Download digital ad files at GoldenOffering.org.
- Show Golden Offering videos before, during, or after worship gatherings.
- Share videos and other resources on your social media pages.
- Include and follow the hashtag #GoldenOffering and #ThatsGoldenTN in your social media posts. Follow Tennessee WMU on social media for more ideas, sharable posts, and promotion inspiration.

KEEP THE THEME "SAME JESUS. SHARING HOPE & TRUTH" IN MIND AS YOU PROMOTE THE WEEK OF PRAYER & GOLDEN OFFERING FOR TENNESSEE MISSIONS.

Thank you for promoting Tennessee missions and the Golden Offering for Tennessee Missions in your church. For more information visit GoldenOffering.org or contact Tennessee WMU at 800-558-2090 ext 2038 or 615-371-2038.