

Step into Igniting Ministry

The Advertising and Welcoming Ministry of The United Methodist Church

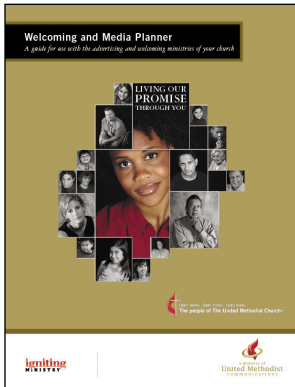
**igniting**  
**MINISTRY**

**Igniting Ministry** is perhaps best known as a media effort, but, along with television messages, Igniting Ministry offers tools and resources to support a complete church lifestyle that welcomes and invites newcomers.

### Step 1: Getting started

Pray first with your local church leaders for God's guidance through this process. The support of key leaders in the church is essential to making a lifestyle change.

The television commercials create awareness — but it's up to the congregations to create a living reality of welcoming, inviting and discipling.



**Step 2: Getting some help**  
Developing a congregation's lifestyle takes the right tools!



The *Planning Handbook* contains essential guidelines and resources. *Beyond 30 Seconds* offers small group training to build an invitational and welcoming lifestyle.

### Step 3: Staying updated

Online and news updates

Maintaining a ministry requires information. Visit [www.IgnitingMinistry.org](http://www.IgnitingMinistry.org) often for answers, models, and information. The Web site offers tips for getting and keeping your congregation involved in their ongoing welcoming lifestyle change. It also features Media Warehouse, which offers TV, radio, print and other media FREE for previewing and download. Also sign up for monthly e-mail news updates. Check it out!

### Step 4: Getting some training

A menu of options

Choose among several onsite and online options. Igniting Ministry training is fun, inspiring and informational. Call your conference office or contact [IMtraining@umcom.org](mailto:IMtraining@umcom.org) for information about training events and trainers in your area.

### Step 5: Getting off the drawing board

Form an Igniting Ministry team

The work of Igniting Ministry should be an entire congregation's way of life, not a task for a committee or an individual. The goal is to grow a welcoming lifestyle. Your Igniting Ministry team is one of action — training congregation members, getting people involved and planning how to create a media identity.

### Step 6: Staying on course

A lasting lifestyle

Launching a lasting lifestyle change in a congregation requires learning new skills, rethinking old habits and

understanding newcomers. Investing in media efforts may also include a significant, ongoing financial commitment. Welcome to the journey... Stick with it!

### Step 7: Open hearts. Open minds. Open doors.

Consistent 'Open hearts' message

Create visibility and raise positive awareness in your church, around your office and within your community. Professional designs sharing the message of "Open hearts. Open minds. Open doors." are available free from MediaWarehouse at [www.IgnitingMinistry.org](http://www.IgnitingMinistry.org) for your church van, banners, bulletins, and advertising.

### Step 8: Establishing your budget

Training a congregation and placing advertising messages requires a financial commitment. Think long-term and plan to keep those funds in the budget year after year. Igniting Ministry offers limited matching grants of up to \$50,000 each to United Methodist churches and conferences to help with local/regional advertising campaigns. Grants are matched dollar for dollar. Look for the applications and guidelines online at [www.IgnitingMinistry.org](http://www.IgnitingMinistry.org).

### Step 9: Getting certified

Welcoming certification

Igniting Ministry celebrates and recognizes the efforts of local congregations that actively and intentionally prepare to welcome newcomers. One mark of this recognition is The Welcoming Congregations Award. Look for more information online at [www.IgnitingMinistry.org](http://www.IgnitingMinistry.org).

### Step 10: Creating a media plan

If media planning begins to feel overwhelming, remember that help is available! Look for specific instructions for creating a media plan in the *Planning Handbook* and online at [www.IgnitingMinistry.org](http://www.IgnitingMinistry.org). You can also call (877) 281-6535 for personalized advice.

### Step 11: Preparing for Open House Month

Every September

United Methodist Open House Month reinforces the promise of "Open hearts. Open minds. Open doors." made by national television messages airing in September. Look for ideas and resources to support Open House activities online at [www.IgnitingMinistry.org](http://www.IgnitingMinistry.org).

### Step 12: Paying apportionments

World-changing efforts

Your World Service local church apportionments pay for the television commercials to be aired nationally. Gifts to The Foundation for United Methodist Communications can extend the impact of this ministry. For more information, contact The Foundation for United Methodist Communications, P.O. Box 440228, Nashville, TN 37244-0228, or call (615) 742-5400.

