

Open hearts. Open minds. Open doors. The people of The United Methodist Church.

That's the theme of an exciting, nationwide media campaign The United Methodist Church is undertaking this fall. It's called Igniting Ministry.

What is Igniting Ministry?

- Igniting Ministry is a four-year national media campaign spearheaded by United Methodist Communications (UMCom) in Nashville.
- Television advertisements, or spots, created by an advertising agency in Nashville and featuring The United Methodist Church, will be placed on national cable channels — CNN, Lifetime, TBS, Discovery and others.
- The theme of every spot is: "Our hearts, our minds and our doors are always open. The people of The United Methodist Church."
- The spots are designed to reach 25- to 54-year-olds who are unchurched and searching for meaning in their lives.

Churches are the key to success!

Members of United Methodist churches across the country are the key to connecting people who see the advertisements to a local church near them. Your Florida United Methodist Communications office has assembled a team to assist you in participating in this effort.

Every church can participate.

Your church can be part of the advertising campaign by placing the spots on local channels in your community. Your church can also use a variety of other resources created as part of the campaign in your media market — radio spots, print advertisements, billboards, door hangers, direct mail postcards.

The heart of the campaign is...

Making disciples of Jesus Christ. The publicity and advertising is a very important element of the campaign, but it is not the most important one. The purpose of the campaign is to make disciples of Jesus Christ. The most important thing your church can do is be welcoming and inviting and disciple those who visit your church.

Invite, welcome, disciple.

The campaign officially kicks off in September with Open House month. Every United Methodist congregation is asked to:

- **invite** people without a church home to visit their church;
- **be welcoming** — members preparing their hearts to welcome

visitors and enhancing church facilities so they are welcoming, too; and



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...disciple.

There are
resources to help
you.

- **disciple** unchurched visitors seeking spiritual meaning in their lives through new or existing ministries.
- UCom has developed a Web site specifically for Igniting Ministry — <http://www.ignitingministry.org>. You can get answers to many of your questions there.
- Many districts in the Florida Conference have recruited an individual to coordinate Igniting Ministry initiatives for their district. For information about initiatives planned for your district go to District Initiatives or contact your district coordinator (Igniting Ministry District Coordinators).
- Your Florida Conference Igniting Ministry team offered a series of training sessions throughout the conference in June. A total of 980 people attended the sessions. Some districts are planning additional training sessions for individuals who were not able to attend one of the five conference-wide training sessions. The Jacksonville District held an additional session July 14, attended by 70 district representatives. Future district training sessions include the following to date:
 - ◆ **Sarasota District** — Hospitality/Igniting Ministry training event; Saturday, Aug. 11 and Saturday, Aug. 18. Both sessions will have registration and refreshments at 9:15 a.m. and begin at 9:30 a.m. The first event will be at Ellenton United Methodist Church. The second will be at Trinity United Methodist Church (North Port). Each session will focus on 10 steps to great hospitality and information about the Igniting Ministry campaign. It is open to people of other districts and denominations. For more information, contact the Rev. Don Nations, Sarasota District Igniting Ministry Coordinator, at dnteach@gte.net or 941-923-9779.
 - ◆ **Lakeland District** — Aug. 15, 1 to 5 p.m., Florida United Methodist Conference Center. For more information, contact the Rev. Tom Hughes, Lakeland District Igniting Ministry Coordinator, at tumcol@gte.net or 863-686-6909.
- UCom has developed an extensive planning kit that includes detailed information about the campaign; tips on how to welcome, invite and disciple your guests; the advertising materials you can place in your community; and worship aids. You can purchase your kit online at <http://www.ignitingministry.org>, by calling toll-free: 1-877-281-6535, or by visiting your local Cokesbury store. Ask your pastor to check with staff at your district office to see if they have purchased kits in bulk for your district's churches.
- UCom will offer matching grants during each year of the campaign to help churches, districts and annual conferences place the television spots in their areas. You may request a grant application through the



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**There are
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you.**
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Questions?
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What's next?
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UMCom Igniting Ministry Web site. If you plan to apply, please let the Florida United Methodist Communications (FUMC) office know at 407-897-1134 or 1-800-282-8011 so staff may help in coordinating joint efforts among districts and churches.

Visit UMCom's Igniting Ministry Web site or contact your Igniting Ministry district coordinator (Igniting Ministry District Coordinators) or a member of Florida's Igniting Ministry Team:

- Bill Fackler, JBCaboos@bellsouth.net, 904-389-7039
- John Myers, RevDrMyers@aol.com, 954-463-3758
- Tita Parham, tparham@flumc.org, 407-897-1134 or 1-800-282-8011 (Director, Florida United Methodist Communications)
- Ron Pecora, ron@pecorapr.com, 407-644-2636
- Ted Schiller, schiller@clergy.net, 941-656-6158
- Roger Swanson, rswanson@flumc.org, 800-282-8011.

If you haven't already, purchase your planning kit from Cokesbury, prepare your church to invite and welcome guests during Open House Month, and get ready to participate in this exciting effort to ignite ministry across the country and the world!



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