

# 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.
- Through Igniting Ministry, 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.



**igniting**  
**MINISTRY**

## Invite, welcome, disciple.

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## There are resources to help you.

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## Questions?

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## What's next?

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FLORIDA UNITED METHODIST  
COMMUNICATIONS  
MARCH 2001

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;
- **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.
- Your Florida Conference Igniting Ministry team will be offering training sessions throughout the conference to help your church and team participate in the campaign. Look for more details soon.
- 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.
- 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 from the Florida United Methodist Communications (FUMC) office 407-897-1134 or 1-800-282-8011 or through the Igniting Ministry Web site. If you plan to apply, please let the FUMC office know so staff may help in coordinating joint efforts among districts and churches.

Visit the Igniting Ministry Web site or contact a member of the Florida Conference Igniting Ministry Co-marketing Team:

- Bill Fackler, [JBCaboos@bellsouth.net](mailto:JBCaboos@bellsouth.net), 904-389-7039
- John Myers, [RevDrMyers@aol.com](mailto:RevDrMyers@aol.com), 954-463-3758
- Tita Parham, [tparham@flumc.org](mailto:tparham@flumc.org), 407-897-1134 or 1-800-282-8011 (Director, Florida United Methodist Communications)
- Ron Pecora, [ron@pecorapr.com](mailto:ron@pecorapr.com), 407-644-2636
- Ted Schiller, [schiller@gtcom.net](mailto:schiller@gtcom.net), 850-927-4635
- Roger Swanson, [rswanson@flumc.org](mailto:rswanson@flumc.org), 800-282-8011

Look for more information soon from your Florida Conference team. In the meantime, purchase a planning kit and get ready to be part of this exciting effort to ignite ministry across the country and the world!



**igniting**  
**MINISTRY**