



"For behold, I bring you good news of great joy which will be for all the people; for today in the city of David there has been born for you a Savior, who is Christ the Lord." Luke 2:10-11

Ideas For Successful Involvement in the Wish Me A Merry Christmas Campaign

Below are ideas for churches of all different styles, denominations and sizes. Some ideas are better suited to certain churches than others. Be creative!

- If you don't have the money up front for a full scale fundraiser, then consider doing a "Pre-Sale Sunday" where people can pre-order their buttons. Since in bulk the buttons cost half of their resale price (\$1.50 vs. \$3.00), if you can pre-sell 100 buttons for \$3.00 each, you could fund the purchase of 200 buttons, and use the 100 extra buttons for a fundraiser in the community.
- Challenge your church members to purchase buttons to give away to friends or strangers. Last year, a number of participants bought enough to send out in their Christmas cards!
- By ordering 200 buttons, you qualify to become a Charter Church. That means, we'll help you get the word out into your community about your fundraiser by sending out press releases to your local media, in order to hopefully generate a news story. A newspaper article would then point interested people in the community, not just to your fundraiser event, but more importantly to your church for Christmas celebrations.
- Consider asking a local grocery store or mall if your youth group could sell the buttons in front of their store for a few hours on a Saturday in November or December. Particularly if you have a retail business owner in your congregation, then ask if it would be possible to sell in front of that store. Ask for volunteers from the congregation to do the "leg work" for you to find such locations.
- Find a sister church and partner with that church to achieve a more community wide effect. If that church can distribute in some way 100 buttons, and your church can distribute 100 buttons, then voila, you have 200 buttons around the community.
- Consider offering your buttons for a suggested donation, or minimum donation, and perhaps you will be blessed by someone's Christmas-inspired generosity. Consider doing this even if you're having a fundraiser in front of a retail store!
- Try not selling the buttons individually, but requiring a minimum order of 5 buttons for \$15. That way, people give them to their friends, and it only takes 20 orders of 5 to sell 100 buttons or 40 orders of 5 to sell 200 buttons.
- Show part of our PowerPoint presentation in a church service to raise the congregation's awareness about the attack that is taking place on Christmas. The first two minutes are all you'd need to show!
- Challenge business owners in the congregation to consider purchasing buttons to give away in their stores, or resell with the proceeds going to your church- perhaps an upcoming youth missions trip- or to give away to clients.
- Last year, one philanthropist purchased over 2000 buttons to personally give away to everyone she came into contact with while she was out and about in December. Perhaps there is a church member you could inspire to do the same!
- Challenge your congregation to "sponsor the Campaign's presence at your church." Ask if there might be 10 families (depending on the size of your church, perhaps 25 families) or business owners that would each sponsor the purchase of 50 buttons (a \$75 donation) that could then either be resold in a fundraiser (for \$3.00 each), or distributed to the congregation as give-aways to strangers, with an invitation to a Christmas outreach.
- Is your church doing a Christmas pageant or Christmas concert? Consider purchasing buttons to give away to people from the community who come that evening... Or, use the buttons as an outreach tool. Ask members to purchase 10 a piece (you could offer them at price) in order to give them to people when they invite them to the Christmas outreach event. If someone has been given a gift that has tangible value, they are more likely to take the time to come to your event.

If you would like to discuss any of these ideas, or ask for more ideas, please contact us at 800-487-7137 or visit www.wmame.com.

Merry Christmas!