

# RESEARCH REPORT

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*Evaluation of the  
Associational Missions Week 1999 Promotional Kit*

Phillip B. Jones

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**North American Mission Board**

Robert (Bob) Reccord, President and CEO

**Strategy Development & Organizational Services Group**

Mike Day, Vice President

**Information Services Section**

Mike Carlisle, Director/Chief Information Officer

**Strategic Planning Support**

Phil Jones, Director

Marilynn Kelly, Administrative Secretary

(770)410-6576

Richie C. Stanley, Strategic Information Researcher

Bob Rennier, Marketing Researcher

Paulette Villarreal, Information Specialist

Patricia Wellwood, Secretary/Research Assistant

(770)410-6583

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## Introduction

Associational Missions Week is a yearly promotional emphasis of the work and importance of local Baptist associations. The purpose is to increase understanding about associations and to encourage participation of churches and their members in their local associations. The week of May 17-23 was set aside on the denominational calendar for the promotional emphasis in 1999.

In support of this promotional emphasis, the North American Mission Board (NAMB) produced an *Associational Missions Week 1999 Resource Kit*. The kit contained a poster (five copies included), clip art, bulletin covers and inserts, and a prayer guide layout form, all promoting the theme *Discover the Adventure*.<sup>1</sup> The kit also included a video, titled *Together We Can!* While the video was included to be used as part of the weeklong emphasis, it was undated and intended to be used as an ongoing promotional resource. A kit was distributed to each association in February of 1999.

In July 1999, a questionnaire was sent to each Director of Missions (DOM or Associational Missionary) in an attempt to evaluate the helpfulness of the *Associational Missions Week 1999 Resource Kit*. The questionnaire inquired whether an association participated in the yearly promotional emphasis, whether the association received the resource kit and whether the associational office used and found helpful the elements of the kit. (See appendix A for a copy of the questionnaire.) This report contains the results of the survey.

## Methodology

There are over 1,200 local Southern Baptist associations. At the time of the survey there were 952 Directors of Missions serving as staff in these associations. Out of the 952 DOMs, 99 were serving two or more associations. A few associations do not have a Director of Missions or paid staff. For the purposes of this survey, the 952 Directors of Missions were considered to be the target population.

All 952 Directors of Missions were mailed a copy of the questionnaire, along with a letter from Bob Franklin, (Director, Associational Strategy Team at NAMB) requesting participation in the study. (See appendix B for a copy of the letter.) The letter was dated July 21, 1999, and should have been delivered within a few days of that time.<sup>2</sup> A postpaid business reply envelope was included with each questionnaire.

Questionnaires were returned throughout August and September. As of October 1, 1999, over half of all Directors of Missions surveyed returned their questionnaire. Due to the high initial response (for a mail survey), a second mailing was not attempted. Overall, the response rate for all Directors of Missions was 51.3 percent. While there is potential for non-response bias, pragmatically this a good response rate for a mail survey. It suggests that DOMs are interested in the topic. It also means that the results are based on responses from nearly 500 DOMs (N=486). When broken down by number of associations served, the response rate of Directors of Missions serving only one association was 52.3 percent, while the response rate was 42.4 percent for those serving two or more associations.<sup>3</sup>

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<sup>1</sup> The clipart, bulletin cover/insert, and prayer guide were "repro proof," i.e., templates that could be photocopied and distributed as needed.

<sup>2</sup> A couple of letters delivered in the Atlanta area carried a postmark of July 23.

<sup>3</sup> Those Directors of Missions serving two or more associations were mailed only one questionnaire. The accompanying letter instructed them "to consider their multiple associations as if they were one large association for the purposes of answering this questionnaire, i.e., just complete one questionnaire."

## Results

### *Promotion of Associational Missions Week*

Associational Missions Week is promoted in most associations. Three-fourths of respondents (73.3%) indicated they conducted their promotion during the scheduled week of May 17-23. Another 9.5 percent conducted the promotion during a different week, while 2.3 percent indicated the promotion is scheduled later in the year. All total, 85.1 percent indicated they have conducted or will conduct the promotion during the year. Conversely, only 13.0 percent indicate they will not promote Associational Missions Week in 1999.<sup>4</sup>

Directors of Missions not promoting Associational Missions Week in 1999 were asked why the association will not conduct the special emphasis this year. The most common response to this open-end question is that they have another approach to promoting associational missions. The second most frequent category of response is that they were new in their associations. The third major reason is that they are too busy and the emphasis hasn't been a priority. A few others indicated that they see no need for the promotion. A number of respondents indicated that while they did not have a special emphasis this year, they would have one next year. (Detailed responses to this open-end question are included in appendix C.)

Directors of Missions were asked to estimate the proportion of churches in their association promoting the special emphasis. The following table summarizes their responses.

#### *Approximately what proportion of your churches promotes Associational Missions Week sometime during the year?*

All or nearly all	7.8%
About ¾	14.4
About ½	27.6
About ¼	22.4
Hardly any or none	21.2
No response	6.6

These are very rough estimates of the participation of churches in a week of emphasis for their associations. Extrapolation from this table would indicate that only about a fourth of all associations get the majority of their churches to participate, and half of the associations get little or no participation from their churches in promoting Associational Missions Week.

### *Promotional Kit*

Respondents were asked if they received the *Associational Missions Week 1999 Resource Kit*. Most, 84.0 percent, indicated they were sure they received the kit. About 1 in 10 (9.1%) were sure they did not get the mailing. Another 6.2 percent were unsure whether they received the materials. Combining these last two groups indicates that for all practical purposes 15.3 percent did not get the materials, i.e., either they did not get them or failed to recognize them. In a few of the "unsure" instances, the director of missions was new to an association and did not know whether the materials had been received prior to arrival.

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<sup>4</sup> Of all the respondents to the survey, 2.1 percent did not respond to this question. N=486.

Those who were sure they received the materials, were asked if they found the promotional packet helpful. Nine of 10 (88.5%) responded yes. In contrast, only 6.4 percent indicated it was not helpful. (The remaining 5.1% gave no response.) Overall, there was a very positive response to the kit.

### *Video*

Those who received the packet were asked if they viewed the video, *Together We Can!* Eight of 10 (78.9%) indicated they did view the video. Conversely, 17.2 percent indicated “no” while another 3.9 percent gave no response to the question. Respondents receiving the video were asked if they were able to use the video in their associations. Only 40.4 percent indicated it was used. In contrast 52.0 percent specifically indicated “no” while 7.6 percent gave no response. When only those who received the materials **and** took the time to view the video are considered, half (49.7%) were able to use it in their association while 45.0 percent were not able to use it (with 5.3% giving no response). Despite not being used more extensively, those who viewed the video liked it. When asked to rate the video, 96.1 percent rated it “good” or “excellent.” This was the most highly rated of the elements of the resource kit.

Directors of Missions who indicated they had used the video were asked to tell how they had used it. The most frequent response was they made the video available to churches to use. Presumably, the tape was “checked out” from the associational office or library. The next most frequent response was they showed the video to churches where they had speaking engagements. Other uses included showing the video at executive board meetings, pastors conferences, and annual as well as other types of associational meetings. A few of the Directors of Missions indicated they purchased extra copies and distributed them to churches. (Detailed responses to this open-end question are included in appendix D.)

### *Printed Materials*

Respondents were asked about their use of the poster *101 Ways to Discover the Adventure*. Of those who had conducted an Associational Missions Week promotion, 7 of 10 (70.6%) indicated they used the poster, while a fourth (25.3%) indicated they did not. ( Non response was 4.1%.) Those who used the poster were asked how many more they could have used besides the five included in the kit.<sup>5</sup> The median response was 20 additional copies. When the additional copies are summed, respondents indicated they needed 5,000 more copies. If respondents to this survey are representative of nonrespondents as well, then possibly 10,000 more copies would be needed (in addition to the five provided each association).<sup>6</sup>

Directors of missions were asked about the use and distribution of other elements included in the resource kit. The following table chronicles the use and distribution of prayer guides for those whose associations had observed the emphasis by the time of the survey.

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<sup>5</sup> Associations were encouraged to order additional copies of the poster. The question was worded to gauge demand for extra copies of the poster, both from those who ordered extra copies and from those who could have used extra copies but did not order them.

<sup>6</sup> The figures of 5,000 and 10,000 form the boundaries of the range of additional copies that might be needed in future years. Given that (1) respondents may not be representative of nonrespondents and nonrespondents may be less inclined to participate in Associational Missions Week promotion and (2) respondents who say they can use more might not make the effort to actually order them, it might be wiser to narrow the range from 5,000 to 7,500 additional copies.

*Did you use and distribute the Associational Missions Week Prayer Guide?*

Yes, distributed to our churches to use	53.4%
Yes, distributed them at an associational event	17.4
No	31.6
No response	2.5

Because distribution to churches and distribution at an associational event are not mutually exclusive responses, the percentage responses in the table do not total 100 percent. Combining the two “yes” responses (by taking into consideration multiple responses) reveals that two-thirds (65.9%) of the DOMs used the prayer guides in some manner in their promotion of Associational Missions Week.

The same type of question was asked concerning the bulletin covers and bulletin inserts.

*Did you use the bulletin cover/bulletin insert?*

Yes, distributed to our churches to use	39.8%
Yes, used them for an associational event	10.9
No	49.6
No response	1.9

Combining the “yes” responses, the bulletin materials were used by half (48.5%) the Directors of Missions in their promotion earlier in the year. Of the 3 printed items designed specifically for the 1999 promotion, the bulletin covers and/or inserts were the least used.

Respondents were queried about use and distribution of clip art.

*Did you use the clip art?*

Yes, distributed to our churches to use in their newsletter and bulletins	46.9%
Yes, used it in our associational newsletter and correspondence	55.3
No	12.8
No response	1.6

Overall, 85.6 percent of Directors of Missions indicated they had used clip art in the promotion of Associational Missions Week 1999. Out of all the elements included in the promotional kit, clip art is the most widely used. This is consistent with findings of other surveys, where clip art was the most used element in promotional packages. While nearly half the DOMs indicated the clip art was distributed to churches to use in their publications, over half indicated it was used in associational publications.

*Visual Appeal/Quality of Production*

Respondents were asked to rate the elements in the promotional kit on their visual appeal and quality of production on a scale ranging from “poor” to “excellent.” The following table lists the response of those who received the promotional kit and chose to rate the item pieces.

*Please rate each of the following promotional pieces on visual appeal/quality of production*

	Excellent	Good	Fair	Poor	
Video	51.1%	45.0%	2.9%	1.0%	N=309
Poster	39.4	42.9	10.6	7.1	N=368
Prayer Guide	44.6	47.7	6.5	1.1	N=354
Bulletin (or insert)	33.0	54.5	10.6	1.8	N=330
Clip Art	43.4	45.9	7.1	3.6	N=364

Overall, ratings of the promotional pieces were high. The video received the highest ratings, 96.1 percent of respondents indicated it was good or excellent—over half thought it excellent. The lowest favorable ratings were for the poster, but even here, 4 out of 5 DOMs rated it excellent or good—2 of 5 rated it excellent. The poster did have the highest negative ratings, 17.8 percent though it fair or poor—7.1 percent thought it poor.

#### *Suggestions for Promotion*

Directors of Missions were asked to provide suggestions for the promotion of Associational Missions Week or the promotional kits. The suggestions provided are diverse and sometimes detailed and can be found in appendix E. The most frequent suggestion (or criticism) related to the improvement of the poster. Typical statements made were “poster was too busy to read at a glance” and “it needed a space for the offering goal and name of the offering or association.” Another frequent suggestion was that the materials needed to be received by the associations earlier in the year. A third suggestion tendered was that the artwork in general needed to be of higher quality. The criticism from a few respondents was that the clipart, with its shading, did not reproduce well. Some suggested that clipart be made available in electronic form on disk or through the Internet. Still other suggestions were that the materials should take into consideration small rural associations (and not just the large metropolitan ones), and that the work of the associations should be emphasized and not NAMB. Sprinkled among these suggestions were words of appreciation for the materials and support provided by NAMB.<sup>7</sup>

#### *Creative Promotion of Associational Missions Week*

Respondents were asked to provide examples of creative ways they promoted Associational Missions in their association. Some reoccurring examples were the customization and distribution of the prayer guide, promotion of an associational offering, designating the associational emphasis as a “Week of Prayer for Associational Missions,” scheduling an open house at the associational building, using the clipart and promotional materials throughout the year, and sponsoring pulpit exchange among the pastors in the association. All of the detailed responses are included in appendix F.

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<sup>7</sup> Appendix G contains miscellaneous comments written on the survey instrument. In some instances the comments follow-up close-end response questions and in others they reiterate themes in the open-end questions concerning suggestions for promotion or ways associations creatively promoted themselves. Most often expressed were words of appreciation for the promotional materials. A second frequent response was that they had failed to get the promotional kit or some part of it, most notably, the video.

## **Conclusion**

The vast majority of associations (85.1%) promoted Associational Missions Week 1999 or intend to do so before the end of the year. While the majority of associations promote this emphasis, the perception of DOMs is that the majority of churches do not participate in its promotion. The overwhelming majority of DOMs were certain they received the *Associational Mission Week 1999 Resource Kit*, found it helpful, and used elements from it in their promotion. The most often used element in the package was clip art, the least used was the video, *Together We Can!* All the materials were considered to be quality materials by the majority of Directors of Missions with the video being the most highly rated (despite it being least used) and the poster being least highly rated. The promotional package is a valuable resource provided by NAMB to associations.

## **Appendix A**

## Associational Missions Week 1999

### Evaluation Questionnaire for Directors of Missions/Associational Missionaries

Have you and the associational office promoted the 1999 Associational Missions Week among the churches within your association?

- [1-1]  Yes, during the week of May 17-23
- [1-2]  Yes, during another week
- [1-3]  No, but it is scheduled for later this year
- [1-4]  No

If you *do not* observe an associational missions week emphasis, please indicate why.

Approximately what proportion of your churches promote Associational Missions Week sometime during the year?

- [2-1]  All or nearly all
- [2-2]  About  $\frac{3}{4}$
- [2-3]  About  $\frac{1}{2}$
- [2-4]  About  $\frac{1}{4}$
- [2-5]  Hardly any or none

Did you receive the Associational Missions Week 1999 Resource Kit containing the *Together We Can!* video and the poster, prayer guide, bulletin, and clip art for promoting associational missions?

- [3-1]  Yes
- [3-2]  No
- [3-3]  I'm not sure

If you did not receive the promotional packet (or do not remember receiving it) you do not need to complete the remainder of this questionnaire. Please place this questionnaire in the postpaid envelope and return it to us. Thanks for your help!

Did you find this promotional packet helpful?

- [4-1]  Yes
- [4-2]  No

Did you view the video *Together We Can!*

- [5-1]  Yes
- [5-2]  No

Have you been able to use the video in your association?

- [6-1]  Yes
- [6-2]  No

If yes, please tell us how you have used the video.

Did you use the poster *101 Ways to Discover the Adventure*?

- [7-1]  Yes
- [7-2]  No

In addition to the five *101 Ways to Discover the Adventure* posters included in the Resource Kit, how many more could you have used? \_\_\_\_\_

[8,9,10]

Did you use and distribute the Associational Missions Week Prayer Guide?

- [11-1]  Yes, distributed them to our churches to use
- [12-1]  Yes, distributed them at an associational event
- [13-1]  No

Did you use the bulletin cover/bulletin insert?

- [14-1]  Yes, distributed them to our churches to use
- [15-1]  Yes, used them for an associational event
- [16-1]  No

Did you use the clip art?

- [17-1]  Yes, distributed it to our churches to use in their newsletters and bulletins
- [18-1]  Yes, used it in our associational newsletter and correspondence
- [19-1]  No

Please rate each of the following promotional pieces on visual appeal/quality of production.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Video	<input type="checkbox"/> [20-1]	<input type="checkbox"/> [20-2]	<input type="checkbox"/> [20-3]	<input type="checkbox"/> [20-4]
Poster	<input type="checkbox"/> [21-1]	<input type="checkbox"/> [21-2]	<input type="checkbox"/> [21-3]	<input type="checkbox"/> [21-4]
Prayer Guide	<input type="checkbox"/> [22-1]	<input type="checkbox"/> [22-2]	<input type="checkbox"/> [22-3]	<input type="checkbox"/> [22-4]
Bulletin (or insert)	<input type="checkbox"/> [23-1]	<input type="checkbox"/> [23-2]	<input type="checkbox"/> [23-3]	<input type="checkbox"/> [23-4]
Clip Art	<input type="checkbox"/> [24-1]	<input type="checkbox"/> [24-2]	<input type="checkbox"/> [24-3]	<input type="checkbox"/> [24-4]

Please provide any suggestions you might have for the promotion of Associational Missions Week or future promotional kits.

If you have examples of creative ways you promoted Associational Missions in your association, please share below.

Thank you for your help.

## **Appendix B**

Date

«First\_Name» «Last\_Name»  
«Address\_1»  
«Address\_2»  
«City», «Inside\_State» «ZIP»

Dear «First\_Name»:

The North American Mission Board is committed to assisting you in promoting associational missions. Earlier this year you should have received the Associational Missions Week 1999 Resource Kit. This mailing contained a video, poster, prayer guide, bulletin, and clip art. The materials displayed the theme, "Associational Missions, Discover the Adventure."

We need your help in evaluating this material! Enclosed is a short questionnaire. Please take a few minutes to complete it, and return it in the enclosed business reply envelope. Please complete as much of the questionnaire as possible—even if you don't remember receiving the materials or did not use them. Even knowing that you did not receive them or use them will be helpful information.

Your response will help us be good stewards of our resources and help us serve you better. Thank you for all you do.

Sincerely,



Bob Franklin

enc.

## **Appendix C**

*If you do not observe an associational missions week emphasis, please indicate why.*

This was the first year in many that we did not. The reason was other things planned.

Has not been a priority

Too busy with other things

It was stopped before I came as DOM—"Too many offerings."

We are planning to do this next year in May.

This is among 1000 "good" things to do!

I am only staff in this Association. Other concerns more clearly address our purpose, given the limited resources that I have.

Other things going on.

Not a priority at this time

Promoted on associational calendar. We had a WMC this year and recognized the work of the association through the WMC.

We highlight associational work during our semi-annual mtg. which happens to be in mid-May

We use the material but do not target a specific week.

We promote the assoc. year 'round

The emphasis took place during our World Mission Conference. We chose to devote our evening to the WMC.

We take up a special associational offering at our two semi-annual meetings (we get better results)

\*We have a week of prayer for Christmas Gift Shop in October each year, the Christmas ministry of the association, and a

\*week of prayer for the Century Club in April each year, our new work fund for purchasing property for new work.

May 17-23, 1999 was the week of our Association World Missions Conference

Preferred our personalized approach that features each phase of our work and workers

Just mentioned in monthly mailout but no planned emphasis

The scheduled week was on the heels of a world Missions Conference. We will observe the week in the coming year.

At this time I am still working on organization. Neither assoc. I serve has had a missionary for a long while.

Our association is in a leadership transition. Current DOM in a part-time capacity. New DOM does not assume responsibility until Sept. 1, 1999. Insufficient time to promote the Association Mission Week this year due to leadership change.

I just came to this office in April. There were too many things demanding my attention.

I was not on the field.

This is my first year, but we will in the future.

I'm just starting as DOM. Our association hasn't done this emphasis for several years. I'll consider it for next year.

Just came onboard in April and nothing had been planned for the week.

I just came on the field April 19<sup>th</sup> and let it slip up on me.

Was not DOM until later. We are interested in receiving all material that will help us in the future.

I'm new, so I don't know why—

Do not see need for it.

Our churches don't care much about associational work. My pastors have an independent mindset.

At this time, our churches have not seen the need to be involved in associational activities.

Did not need it.

Unnecessary activity

Our missions committee needs to get information much sooner than it usually arrives in order to plan for the suggested week. Other times are not feasible for our calendar.

People are asked to give to so many special offerings that I feel guilty of wanting so much of their money and just let this slip by.

Giving is good. We mostly do it out of deference to SBC and statewide mission offerings.

Not really prepared. The convention is always promoting itself.

We have not in the past but with the great material you are sending, we will begin in 2000.

We just have not scheduled this type of activity we will plan on scheduling one next year.

I am planning to do so next year.

We do not give special emphasis every year.

Only do it every other year. We will next year.

Plan to do so next year.

We do not have an associational office. Associational missions is emphasized by individual churches and not on the associational level.

We are a rather new association and just never have had the emphasis.

I knew that the idea and kit was very good, but I had some health problems and took 2 weeks off and failed to carry through with the promotion. I hope to use the promotion later.

No particular reason, simply has not been an emphasis.

It has never been done here, this was not the year to start and I didn't like '99 materials.

Most have been browbeat into giving to coop program—thereby releasing them from responsibility to be personally involved in local ministry! Acts 1:8 Seems to be null and void in their lives and it shows in their living and their giving.

## **Appendix D**

*If yes, please tell us how you have used the video.*

in presentations to churches

Showed in churches and churches used it

I showed it several times in various churches and spoke about our ministries

I don't remember the promotional packet, but we did get the video and use it with all the churches.

During Mission week at WMU meetings. I used it at 3 churches.

Show parts in "mission emphasis" at invitation to speak. Note: do not normally use it—it worked well because Association Missions was the 1999 Emphasis.

Shown in a few churches

when presenting mission studies

I was asked to come and speak about Assoc. Missions and I showed this video.

We used it in about ¾ of our churches with a tag on the end with materials about our assoc.

Viewed it with a small group (3-4) ladies of a church WMU group

I used the video to introduce how churches work together in cooperation in several churches in both of my associations

shown in churches

Missions groups in churches—some individuals also

church setting

Used during speaking engagements at several churches

Shared it on assn. week in 4 churches

Used ideas and info in my personal presentations and world mission conferences

Have shown it in several churches.

Used it during association missions speaking/programs & on other occasions to promote/educate for Assoc. Missions.

Started and stopped the video during the Wed. night services at 6 of our churches. During the break I taught about associational work.

In the local churches

Two services in two separate churches.

In individual churches as asked to fill pulpit, men's groups, etc.

shown in 3 churches

Plan to show to next Executive Board Meeting.

In various churches. In pastors conference

Many of our churches checked out video. Director of Missions used in presentations to churches.

Showed clip when doing a presentation. Let churches use video for special programs.

- \*loaned it to churches for use in their individual studies
- \*used it personally in my opportunities to speak on associational missions
- \*retain it as a resource tool in audio/visual library

I used it in my presentation to churches for the North American Mission study on Association "network." Also loaned it out to churches to use in their RA, WMU programs, etc.

- \*We carried it with us as part of our program on Assn. Missions
- \*Showed it at Ex. Bd. meeting
- \*Loaned it to churches who did not purchase the kit

Shared with Executive Board

Exec. Board

Executive Committee meeting.

Ex Committee

I have shown it to the leadership team.

Shown to the Assoc. Leadership Team (Assoc. Council) and the Executive Committee (pastor & 2 reps.)

At exec. comm. meeting.

I used the video at an executive board meeting

Board meetings.

At our associational executive board meeting on May 17<sup>th</sup>

Ex. Bd. Mtg.

At Executive Board meeting

Not yet; will view it at an Executive Board meeting

At Executive Board meetings and pastors conference

Pastors conference, Executive Board

Used at an Executive Committee meeting; made available for churches to check out.

At executive mtg.; made available to churches

The video did not arrive in time to plan (other things were already planned) for its use in meetings held to date; however, the video will be used at a later assoc. executive board meeting and made available for churches to use.

Executive Board meeting; WMU meeting in local churches

I obtained extra copies and provided them on a rotating system to the churches. In addition, I showed the video to several association level groups.

Showed to ministers conference and encouraged them to use it in their churches.

Pastors conference; Associational camp; Annual meeting in October '99

Bapt Men's meetings

Assoc. Ex Board fellowship

Pastors fellowship

Also, some churches used it at WMU and Brotherhood meetings.

Shared at pastors fellowship. Shared with Ex. Board. Ordered extra copies and distributed to churches for viewing—Good response.

Pastors meetings

Showed it at Associational mission presentation at a couple of churches.

During pastors meeting

Made it available through pastors conf.

Showed it to a few pastors

But plan to show video to pastors (conference, etc.)

Hopefully, I will be able to include it in a pastors meeting in the fall.

meeting with pastors

Pastors conference

Group meetings with pastors

Shared with pastors conference

Ministers Fellowship mtg.

Pastors Conference

At pastor/staff conference

Pastors Conf and 2 churches

at various meetings: pastors, WMU, churches checked out the video also.

pastors conf., missions banq (NAMB), church WMU groups, other

Use a pastors meeting, the 99 North American Mission study and with various mission groups.

quarterly meetings, associational council, missions emphasis in local churches

We made it available to churches to use at prayer meeting, WMU, B'hood, etc.

Some of our churches check it out for WMU programs, Wed. night programs, etc.

made available for churches to check out

Made it available for churches to check out—some have.

We had churches to check it out and use it during the week of May 17-23.

2 churches used the video.

Loan out to churches

Made it available to our churches for showing

Some churches used to promote Missions Week

Made it available to churches/pastors to view

It is available to churches—but not sure how many have used it.

loaned out to churches

Made it available to our churches and encouraged them to show it on Sunday and Wednesday nights.

Some of the WMU groups use it.

Some churches used it—but most use our local video about missions

One or two churches used it.

Placed it in our Media Library for use by the member churches.

Several churches used it.

A few checked it out.

. . . made it available to some of our churches. One of our churches used it with a video projector for their congregation.

Encouraged churches/missions to show video sometime during the month (May).

Several churches asked to borrow it and used it in their home church

At special meetings—churches using it to promote assoc. missions

Some churches used it to promote assoc. wk.

1) Made videos available to our churches; 2) Prepared a brochure on our association and our various ministries

We sent a letter to our churches regarding the video and had it available for their use.

Churches have used it to promote this week.

G.A. and R.A. presentations

available to churches

In a limited way. Only a few churches requested use of video.

In individual churches

In library and Ex. Board meeting and local church WMU

Distributed to key churches and to other churches as agreed to show on a Wed. pm or Sun. pm

I did give it to a pastor. Our association is scattered over a large area.

It was—that is copies were acquired—and made available (given) to all the churches.

Gave copies to each church w/assoc. emphasis on local Assoc.

Loaned it to churches who would use it

Shared with pastors—camp next year we will have an assoc. study.

Shared with some pastors who in turn used it.

By churches during their emphasis

[video] exceptionally good. I ordered 50 copies. We will develop a customized version and use this extensively—not as a particular year's emphasis but over a longer period. The "Together We Can!" theme is excellent.

We bought copies for each church

Gave each church a copy

We purchased 10 copies and gave them to churches to view.

Gave each church a copy

We bought extra copies of video which we will circulate throughout the year.

A video was given to every church (200) with posters, envelopes, and prayer guide.

We supplied copies for each church in our Assoc. using the NAMB video offer.

We will show it at our annual associational meetings.

at annual meeting

Assoc. meetings

Strategy Planning workshop

Showed video at semi-annual meeting

We used it in a Strategy Planning Task Force meeting as an inspirational and informational piece. It fit in really well with what we are doing!

At annual meeting

Will use in September at our Associational Strategy Planning

At our spring session and at a church's Brotherhood meeting.

Yes. with Assoc. Council and made it available to others.

at an associational banquet, in which the participating pastors received their assignments.

But is available to the churches for use. We may use it in the annual meeting in October 1999.

In presentations to our association.

We have an association-wide study of Associational Missions. We use the video and other materials for this. This is for our smaller churches to come together for a study. We had 30+ in attendance.

We showed it at Spring Session with our story as the trailer.

Semi annual meeting of assoc. in April; several churches used the video

With only one Sunday or week it is hard to put one video in many churches

To help some churches start a Hispanic work.

We used it in the Mission Center Building.

Asked our pastors to use this video on Wednesday evening during their organizational meeting WMU, Men's Ministry programs

Churches use it for Wed. evening service—some WMUs use it.

promotion for AMW

At an open house during that week.

I do not think it really showed the real work of the association which is a resource for the member churches—the video showed most of what the local church does in witnessing. The association does not do the work of the local church but supports it.

In associational office

Called as DOM in July.

In the churches, i.e. mission meeting, etc.

video tape(s) of mission activities

Hopefully, still plan to use it.

I had planned to view and use video for promotion, but somehow it was lost or misplaced here at the office.

We produce our own video—we did use a portion of the video with permission.

during open house here at the office.

Was helpful in sharing about our association, gave a good overview of what the association really is and what it was all about.

Plan to use it in the future.

No relevance to what associational work is really about. Video was about 101 things churches do.

as information

## **Appendix E**

*Please provide any suggestions you might have for the promotion of Associational Missions Week or future promotional kits.*

The poster had color, unique design, but was not adequately descriptive of the week, lacked supportive graphics, i.e., date of week (perhaps left off intentionally)/ I like the clip art piece w/ arch indicating event and date below.

Not being critical, but thought it missed the bold “spelled out” reason for the poster.

\*a poster that can be read in the one glance moment that many people will only give it.

\*pre-print one task common to all associations in the daily prayer guide

\*colored bulletin inserts available to order

Last years poster was much better than this year.

unfolded posters, I like to frame them

The poster and clip art seemed more like a youth promo or something for VBS. It was not well received by those promoting Associational Missions Week. The other material was excellent.

Simplify printed materials (esp. poster) to convey one idea or bit of information.

I thought poster, bulletin, artwork was too busy.

The poster and bulletin were almost juvenile.

I understand that different associations use different weeks, but a poster with no date is of very little value when the churches receive so many posters.

Better, more meaningful posters

Make poster 11x17 and leave white space for the association to put its name and goal.

Please make the posters more appealing and attention drawing. Stress the benefit of cooperation within the association.

Poster too busy to read at a glance.

The 101 Ways poster was too busy (too many items put together cause people not to read as closely)

In my opinion, posters ought to convey at first glance whatever message is intended. One should not need to spend time trying to interpret and understand the poster. This year’ poster was too cluttered.

There was too much text on the poster

the posters are very “busy” to look at. Sometimes our older people talk about them being “ugly.” I believe that realistic colors & subjects would be better received. Here in the Ozarks, we are not so “artsy.”

Please leave a place on the poster in the future to put the associational offering goal and name of our offering. Provide clip art on disk.

Receive them earlier—before the mid year meeting which meets early April—so we could use the video at the mid year session

Please send info earlier! We do newsletters by the 15<sup>th</sup> of the **preceding** month.

Get them to us early—excellent material

The materials did not arrive early enough this year.

Our information tends not to arrive in a timely fashion. It would be helpful if the packet arrived in March at least.

Send material one month earlier

need it in Dec.

Need a little earlier in year.

Earlier so we can plan to use it better

Would like to perhaps have information earlier for earlier assoc. promotion to get to churches earlier

We need to be able to download clipart or on disks

Put the clip art in electronic form

need clip art on disk

Please provide clip art/other material on disk or internet

Electronic clipart for computers which would relate to this as well as other mission emphases during the year—one disk/CD for all promotions for a full year.

Better clipart on CD or floppy disc.

The graphics used were difficult to reproduce using a photocopier. Please do not use dark backgrounds. The graphics should be copier producible for newsletters church bulletins, etc.

more colored posters; improved shading in clip art for reproduction

clip art and bulletin proofs were nice but the light colors and the light grays were difficult to reproduce.

graphics were not copied well. Artwork was too light for copy machines

We love your Clip Art. . . .when it is shaded—though very pretty—it is a little more difficult to copy for covers of our associational minutes, book of reports, calendar, etc. Thus, we ask for consideration to be given to clear, unshaded clip art that can be duplicated easily. This certainly is not a criticism. . . . it is such excellent clip art we duplicate for associational activities. Thank you!

To make more materials such as clip art copy-friendly! Clip art is very useful. Posters and prayer guide are also.

[clip art] did not reproduce well on our copier. Please send us materials which are applicable to rural assn. missions work and materials easily picked up by a copy machine. thanks.

The 1998 material had more color and was easier to read. This year material was hard to read and was less attractive.

Make posters, inserts, etc., easy to ready and undated.

The clip art did not make sense.

The art work for last few years has not been quality art work as I viewed it.

\*Invest a few more \$ and consider sending your video to the 3 largest churches in each association

\*Invest a few more \$ in the designing/quality of art work

\*Move “Associational Emphasis Week” from Memorial Weekend!

\*more variety in clip art

\*Let the week go from Sunday to Sunday

Keep the rural churches in mind when planning

The video was good in promoting large associations in large cities. What we need is a video that shows the average SBC Association’s work w/some innovative ministries being done—with a space to put our own stuff like the last video.

Small Rural Association.

use more associations as examples. Associational Missions is not just in big cities or with the well-known

The associations on the video were nothing like our association. I felt it made it harder for the people to relate or understand. We are very small and have very little resources.

Make videos and other materials that promote associations alone and not NAMB. When you look at the materials they promote NAMB.

Emphasis needs to be on association agenda not that of NAMB

Focus on associations that don't receive support from NAMB. There are some exciting things God is doing in places where NAMB is not physically present. It's the Kingdom's work that's important.

Please consider changing Associational Missions Week. It is too close to Mothers Day. Most states receive a Mothers Day Offering. Many Associations use Associational Missions Week to take up a special offering for various needs. Thanks for your consideration.

One of the primary ways to make the week more effective is to start it on Sunday and continue it through the next Sunday like the other missions emphasis (IMB, NAMB, BS Con). The association needs as much prayer and emphasis as other missions.

Week needs to be changed to get away from busy May

Start on Sunday

We could use something that would encourage financial support for the Assoc.

offering envelopes available

We also distribute special offering envelopes.

Could you supply AMW offering envelope (generic, of course), we could add our name & address.

In the video you could emphasis more how the association works with the local church to accomplish together the Great Commission. The question still arises. . . "What has the Association Done for Me Lately?"

The emphasis is good and we will plan to do something later in the year and hopefully much more in coming year. I am in my second year as DOM and am building relationships through church to church visits, which will enable me (us) to do more in the future.

We appreciate all you do to promote the work of the Assoc. We mail material out to all of our churches and ask them to make it a week of prayer for our churches, pastors, Assoc.'s new work projects, and ministries of the assoc.

A prayer guide that expands the options for a local association to use its own area specific information

Emphasis on promoting different local mission causes. example: Helping Hands

These materials are a great help to us.

Can we consider a monthly "promo" (clip art, poster, etc.) or at least quarterly!! We do try to get something out quarterly and at budget time.

I missed receiving an "associational missions emphasis week sermon." The sermons are very helpful. Please put on or more in next years kit.

We need a variety of ways to keep it fresh. We also need, on occasion, to present the typical ministry of the Assn. Missionary, not just special ministry.

Information pieces about associational history and work are good to distribute to our churches. We still reprint and use 2 or 3 old HMB pieces designed around associational work in general.

The state convention is equipped to assist us in promoting Associational Missions Week. I think it's needless duplication for NAMB to produce such kits.

Could be prepared for more personalized to each Association.

Suggestions for producing local Assoc. prayer guides.

Information on Assoc./NAMB cooperative work

We develop our own material. Also we are considering moving our assoc. missions week to Oct and tie it in with our annual meeting. The week in May is a poor week to focus on anything. No one is in our churches on Memorial Day.

In the past more material was in the packet—children’s sermon outline, quizzes, etc. Need more material.

Use common fonts so we can scan in your work and easily customize for our assn. and not have it look “added on.” Consider leaving dates off material. While we usually promote those dates, our churches make other choices.

volunteers appreciation banquet ideas, on mission ideas (hands-on projects)

\*Be alert for possible tie-ins, e.g. NAMB week of Prayer featured associations put in context of a comprehensive communications plan.

The theme is the most important to our people.

provide materials for all ages. What about having a mission study focusing on the work of associations to be used during this week?

Churches are so bombarded with Weeks of Prayer they simply do not find (or make) time for this associational emphasis. They have an “on-going” relationship throughout the year and do not feel any urgency to dedicate a special week to the association. Personally—I see no need to continue this emphasis.

We make use of the promotional kit in newsletters and other mailings and for preparing inserts. The kit is helpful in that regard.

My thinking is—if the material was more general—generic—

Paper work is probably a waste. Better to tailor and promote on individual association level. Video is good. It still gives a general overview in a way the local association cannot produce. Stickers are always [well] received. Provide some stickers with simple logo in place of other paper items.

Have a list of suggested ways, other than those above, to promote the week that the local association can use without much costs to them or material from NAMB.

Helping associations personalize the materials

Provide help, resources, introductory material an association can use in producing own video or tagging yours with own material.

The poster was exceptionally good giving practical ways to be involved in missions through the church and association.

need more suggestions for conducting RA/GA open house at the association office during the week. (features, walks, emphasis, etc.)

We budget under gifts for staff and present it to all associational staff during May as part of Associational emphasis.

I received the most from the prayer guide. I prepared guides using a different ministry of our assoc. each day. Most usual comment: I’m glad you did that. I did not know our assoc. was doing all those things.

Projects

It may be useful to contact the Director of Missions at the state convention level for ideas. We have our annual 3-day DOM workshop

Send one to the moderator of the association not just the DOM. Also to the WMU director of the Association

The good posters are always helpful. Suggestions for creative ways to promote the emphasis and to involve our churches are always welcomed.

Provide video for each church.

More of the same things. I am pleased with the resources. NAMB could perhaps promote AMW more in their own publications.

It would be good if there could be 1-3 minutes of videotape upon which the local assoc. staff could be introduced with a brief challenge.

I have heard many positive comments on promoting in the association. Our people know we are here but know so little about us.

We have not particularly cared for the themes the last few years. It was improved this year. And it helps when the material is not so dark so it can be copied and distributed to the churches.

Get back to promoting church planting, supporting pastors, & helping churches become healthy.

1) Age graded promotional pieces to be used with preschool, children, and youth as well as adults; 2) More promotion materials sent to pastors, church secretaries, missions committee chairman of individual churches; 3) Additional visual materials showing the relationship of associations, churches, state conventions and SBC institutions.

Change to Associational Missions Week of Prayer rather than an emphasis week. Produce a booklet of ways local association could promote week so that they could tailor week to themselves.

We did not utilize because Union Baptist Association has more than 480 churches and has a specific vision and motto that we are emphasizing. We mailed out offering emphasis materials that specifically detailed that emphasis.

All the materials were excellent. We only used part of them because we emphasized "Together We Can" as our theme, which was part of the video.

Theme should reflect how churches need the association to enhance fellowship and unify in a denominational setting.

Survey associations to find how many have and promote the week. Here, it has not been a "high priority" and has been hard to re-establish. I hope it will be next year.

I could use some 1-2 minute video clips that could be used during a church service or at an associational event to promote missions. It can be on the association or ministries in an association.

## **Appendix F**

*If you have examples of creative ways you promoted Associational Missions in your association, please share below.*

We purchased a video tape for each church and gave them out. Many of our people were better informed about Associational work generally, and how we fit into a bigger picture.

We tried an open house this year and it worked well. We had repainted the Area Office outside and inside and bought new furniture. Plus we involved the church lay people in doing it.

[used poster as] front of book of reports

We will utilize this material again in September. We have recently purchased property for our Associational office and may use it with the dedication. Thank you for helping us promote the Association.

We have had a mission Prayer Walk for 12 years.

We focus on a church planting fund.

Have a specific project to promote with the material and prayer guide.

Made up a trifold brochure

pulpit exchange

traveling display map of churches and missions with current photos.

We used a previous theme and art work that fit our situation better.

We have one church in our association that is overwhelmingly burdened with a building debt (very unusual circumstances). The other churches were encouraged to take an offering that would be given to this church to help reduce the debt. Two churches alone gave over \$1,700. Concerned for their sister church and are continuing to help in every way possible. There is a spirit of love and concern for each other in our churches.

Will be using [clipart] in future newsletters

Use pictures of mission work

We designed our own prayer guide and printed them on our Risograph machine and made them available to our churches.

We use [prayer guide, bulletin cover/insert] as model for a tri-fold designed for our year round use instead of a one week use. We leave dates off.

Citywide prayer meetings with special events such as Prayer at City Hall and Open Day of Prayer at Post office flag pole! Works excellent

Bookmarkers handed out in pew. Posters up in churches (try to get one out per quarter). Bulletin inserts used. Looking at 3 min. video (can you produce one for us all)

We made the decision weeks before we saw the promotional packet to do something different in 1999. We prepared a PowerPoint presentation about our Association. This presentation process will extend until we have gotten in to all our churches. We were not negative on the promotional packet.

Assoc. open house with dept. heads to interpret work that they do.

listed the date on Associational calendar, newsletter, etc.

We also promote an associational offering to help with needs in one of our missions

It would help if a packet of materials with a cover letter be sent to our missions development director.

We ran about 10 of the 101 Ways to Discover the Adventure" in each edition of our monthly newsletter. The prayer guides were developed with our own personal matters of prayer.

We write either a study or make bulletin inserts about our own work.

[prayer guide, bulletin cover/insert] This is part of our newsletter.

We made a video that explained who Southern Baptists are and what our association does in the way of missions.

developed our own [prayer guide]

We print up and customize our own for Kay Baptist Association

created a video of 20 missions in Assn. and duplicated for church use

WMU tour of mission points

We mailed “information packets” to about 500 key leaders in our association. This helps us interpret associationalism to our people.

Produced our own prayer guide.

We do what we call “Pastor Swap Day” on the Sunday beginning the week to kick off the week. This provides each church a chance to meet another pastor.

copied art from your web page

newsletter

WMU groups, prayer retreats

We use your clip art and create our own printed materials (poster, prayer guide, bulletin insert).

We promote an offering with special designations.

We use these funds for four special assoc. missions, et a goal and ask each church to contribute a certain amt. per resident member.

We named our offering for a beloved associational missionary—just like IMB and NAMB have!

video tape(s) of mission activities

It would be very helpful if you compiled these and made them available—perhaps via e-mail or web site.

\*I actually go to the churches in person and talk about our projects

\*I get others to do this

\*I video our projects and show

\*I used *101 Ways* in the newsletter

\*Calendar page in year calendar produced in our office, in color (orange/October)

\*A list of 12 ways plus #13 (of page before Oct.) suggesting how to observe Assoc. Emphasis Week.

\*Everybody who visits office during the month signs a guest book and receives a pen(2 years) or notepad (2 years) with our logo on it.

We developed our own prayer guide for emphasis

We promote Week of Prayer for Associational Missions each year, with our own theme and materials. This way it is personalized and reflective of our own situation and needs.

Work with WMU-SBC to develop materials and then let them help promote a Week of Prayer for Associational Missions like International and North American Missions.

We re developing our own video.

We did our own brochure about our work and ministries

We encouraged our people to pray for association ministries and leaders through the Prayer Guide listing them on the various days of the week. Our Annual Spring Meeting is always on Tuesday of the Assoc. Emphasis Week. I prepare the Prayer Guide in bundles of 10 and distribute them. This way the small membership

churches do not have to concern themselves with copying in order to pass them to key leaders.

I thought the poster was not attention getting enough, so I designed the one we used in the association this year. I also modified the prayer guide for use in the association.

[prayer guide] We customized our own.

Our DOMs and our Alabama Bapt. Conven.—for several years now have developed and distributed materials for assoc. emphasis week. We have adapted these and used them in our Assoc.

We hosted an open house for the churches of the association at the close of associational missions week 1999.

We used the local newspaper with an article and also some large ads. Mailed an associational week package to each of our churches.

Each church received a copy of the prayer guide to duplicate

Open house for the associational office

I put together a “quiz” to use in my personal presentation to 2 churches. Used it as a means of education about our association. Also asked folks to choose a number from 1 to 101. Then came forward and look it up on the poster displayed—to read out loud one of the ways to be “on mission.”

Pictures of churches & missions leaders on posterboard at annual meeting.

not so creative—sent teams of folks to churches to discuss Assoc. Mission, used pictures of missions/actions in promotion; used prayer guide to pray for all of our churches.

Plan an open house at the office—with buffet.

Make the video shorter so we can tell our story with it.

Anything to continue to build a cooperative spirit in the local church area.

We mailed a poster, cop of clip art page, copy of bulletin cover, and a flyer (our design) to each church and mission. We also have front page of newsletter in May—our newsletter is mailed to 3,000 people each month.

Assoc. Missions Week followed closely behind our World Missions Conference that was participated in by all but 3 churches. We felt we could not emphasize AMW heavily this year since Assoc. Missions had just been greatly emphasized with IMB & NAMB & State Missions.

1) Tour of associational missions and projects for laymen as well as ministerial staffs; 2) Key ministry directors are available to speak to individual churches; 3) Slide show or video presentation of various associational ministries; 4) Assoc. Week brochures including ministries, programs, prayer needs, assoc. staff.

Have had prayer guide with each church listed with others on a day and included year they constituted.

Each year we printed out an associational guide Week of Prayer with our ministries listed in detail. . .we use two types of handouts. We also have a video made of our associational ministries that is available (though this video was made a few years ago by a Baylor student. . .and perhaps needs updating). We also have our Zone Captains (our Association is divided into 4 zones) to call and remind all churches of the Associational Week of Prayer. We utilize our Pastors Conference in promoting Associational Missions Week, etc. . .

Offering emphasis with teaching suggestions for each age level and a tabloid production in conjunction with the Baptist Standard. We also put these materials on our website.

Sent special offering envelopes to each church with a prayer guide from our staff.

Not especially creative—but assn. staff members speak in the churches, teach the mission book using the video—In the past, we have held a mission fair promoting ministries and missions of the association.

The prayer guide serves as an update and educational item as well as for prayer. We translate some items to Spanish for broader use.

Did a missions fair—open house—printed testimonies of ministries

We had an Association Week of Prayer & had a panel of WVBA leaders who told of their roles and function in the association. About 180 attended.

I take the theme, i.e. “Discover the Adventure,” and revise all three of our brochures to reflect that theme until the next year. We use the prayer calendar format and fill in requests for each day.

## **Appendix G**

*Miscellaneous comments*

Texas (BGCT) provides an associational piece which we distribute to the church with information about our association.

We promoted Assoc. Missions but we never received these materials.

I appreciate all that is done for us.

[poster] too busy for most people to read at a glance

Thanks for all you do.

Keep up the good work

I did not receive this material. We prepared some material on our own. This packet of material would have been of great assistance. Please send this next year!

Bob, to my knowledge the D.C. Baptist Convention never received the material which is the focus of this study.

[hardly any or none participate in AMW] mostly due to lack of permanent full-time director; no promotion, no interest; may change with new director.

It was too urban for our rural community; [poster] too lengthy

Churches do not respond well at all—too many offerings

Thanks for the help and assistance

Did not receive video

Very helpful

Keep the good stuff coming!

Video did not arrive [rest of packet did]

[did not use bulletin cover/insert] We have in the past and our decision to do differently in 1999 does not preclude we will omit the standard promotion in 2000.

[video] was not in packet

Made them [bulletin cover/insert] available to churches

[packet helpful?] not this year. I have used it in previous years at my previous assoc.

I received packet but do not recall receiving video.

I thank you for providing the computer disc and the 8 ½ x 11 poster so we can use this for our annual cover.

I have used your material for the past 18 years—very good.

[packet was helpful] more so just for me as a DOM

You are doing a great service for us. Thanks!

received everything except video

Good job

[distributed prayer guide] through the Assoc. newsletter

No suggestions. These were helpful tools for us. 100% participation!

[hardly any or none participate in AMW] but we want to change that and your promotion packet will help

I did a prayer walk to all our churches and missions for /99 Assoc. Emph. Took 10 weeks, 1,250 miles! We did not use regular materials this year.

Great material

I'm new; nothing was scheduled

[don't remember getting it] I would think that promo material would be very helpful.

It was very well done

Thanks guys—you are going a great job!

We found the material to be fairly juvenile. Looked like VBS promo. But thanks anyway.

The clip art was not suitable for Xerox reproduction—e.g. shading

We adapted the poster for local use and distributed many of them.

[poster] Posted 1 in the associational office. [usage] depends on the theme—then on the materials supporting it.

[prayer guide, cover/bulletin insert] As I recall, we got these too late to utilize effectively. I just didn't like the theme and artwork.

Year before was more colorful but this years meaning had more of an impact.

Frankly, Bob, the material this year was not too helpful. The poster was simply too busy. Also, the theme did not particularly meet our needs.

Let churches check it out to view and learn

Through media library at Baptist Center

[have not used video] But will still try to use it later.

Thank you for providing associational promotion materials—we need your continued support. It is most helpful.

[Prayer Guide] we produce our own format.

We exceeded our goal of \$12,000 for Assn. Missions

Keep up the good work!

We received the packet of info. but not the video.

[packet helpful?] (yes) but not as well as the 1998 packet!

Our associational emphasis week is the week of our annual meeting. We have a different theme.

Keep up the good work. We appreciate what you re doing.

At the time, we had an interim director of missions, but we did as in the past promoting and using the materials.

Please keep it up!

Again, thanks for your assistance.

We only received 2 posters

It seems to me the materials are good—I need to be more creative in using.

[hardly any/none participate] They can only afford to pay DOM and sec. for ½ time but do not hesitate in demanding full time work. ½ the churches are dead and don't even know it!! Sad commentary. Hopeless case. Sorry folks. I'm a former missionary to Gambia West Africa—I preached from 9a.m. to 3p.m. there in 120° weather—no one left and many complained because I had to stop teaching the Word—I couldn't talk I was so dry and there were no dry threads on my body. They were hungry for the TRUTH—I don't find that kind of attitude in our churches in the U.S. What a sad commentary on us “so called” Christians. No wonder our country is in such a mess—Malachi 3:6-12. We ain't doing the way God says do it!!!

Please keep providing the association with this material each year. I will use it!

We have used it in the past and will use it in the future. This year we didn't get it done.

Not nearly as helpful as in past years.

We are without DOM and I found it difficult to find someone to compose info for emphasis as suggested by your materials—I have always (12 yrs) been responsible for getting info to churches, but too many added responsibilities prevented me from being able to handle this year. I did get posters for our churches and provide prayer guides. Response to posters was not positive—those promoting Week felt the poster too busy to draw attention. Hope this doesn't seem too critical.—I always try to make the most of the materials you send—This year they just weren't as appealing. (Assoc. Msn Office secretary)

[observe mission week emphasis] We do it for the whole month of May.

[% churches promote] I'm not sure if all do but all received the poster, my letter encouraging participating and enough prayer guides to hand out as a bulletin insert for everyone attending.

[distributed prayer guide] via mail out in pastors newsletter

[video] arrived too late for use.

[did not use video] Just a time factor is all. I believe it is worthy of use.

I was very pleased. This was my first experience as DOM to promote associational week. It was an exciting week.

We have many associations with part-time DOMs.

Assoc. Missions Week followed closely behind our World Missions Conference that was participated in by all but 3 churches. We felt we could not emphasize AMW heavily this year since Assoc. Missions had just been greatly emphasized with IMB & NAMB & State Missions.

I determined my own theme and made our own prayer guides.

Arrived on field May 10; could not help with evaluation because of not having opportunity to use it.

[how many more posters could you have used] A bunch more of a good/relevant poster.

Did not use.

Director had retired; promotion only in newsletter

We call it “Week of Prayer for Associational Missions” like the other 3!

Bob, thank you for seek an evaluation. The best thing I can say is that such an emphasis has not found a home in our situation. Maybe in the future but I just don't know.

[promoted AWM] month of May

[proportion of churches promote AMW] Most help the WVBA consistently; some do not realize the value; I am working to educate them.

[used video?] No events. It came after the WVBA event.

[use bulletin cover/insert?] No—Most contemporary

It was a big help to me.