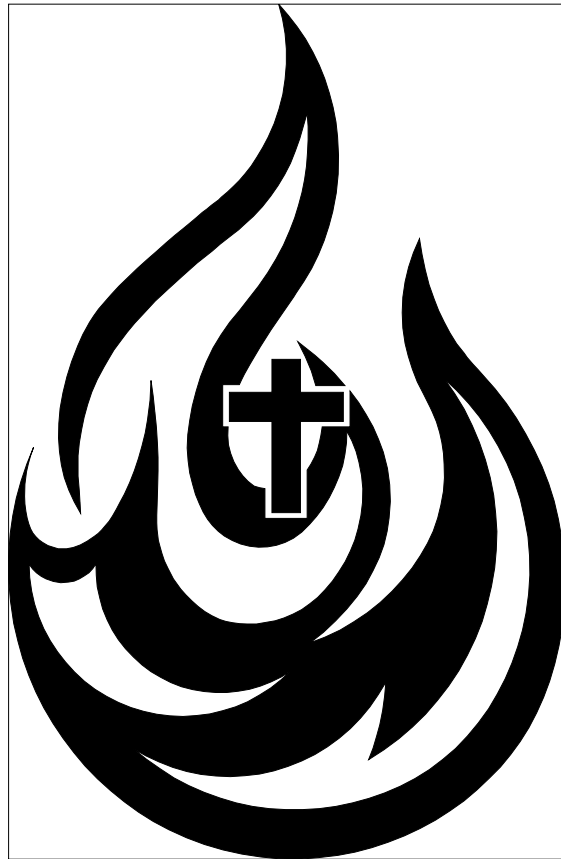


# Mt. Cross Ministries Public Relations



## Manual

**Manual to be used for congregation and church council presentations**

**(To be used in conjunction with the  
Mt. Cross Ministries Public Relations Tool Box)**

**Public Relations Information Manual**

**(Information enclosed is for a one hour presentation for congregations and groups. Time can be adjusted accordingly)**

*This presentation is set up to be a time of celebrating what is now going on with Mt. Cross Ministries. It is a time for celebrating the new mission and vision. It is not a time to talk about our monetary needs or asking the congregation for money. The one –hour discussion is set up to be broken into four sections:*

## **Section 1: The Strategic Plan (Use the Strategic Plan Handout)**

### **A) Discuss the Mt. Cross Ministries Mission Statement**

- 1. Igniting Passionate Faith**
- 2. Equipping Servant Leaders**
- 3. Spreading the Gospel of Jesus Christ**

### **B) Discuss the Vision Statements highlighting the following**

- 1. Mt. Cross Ministries will become the West Coast premier center for Youth Leadership Development**
- 2. Invigorating the spiritual life of congregations through exceptional programming**
  - a) Explain that the year round calendar will explain more**
  - b) Handouts that are available will explain more details of programming already established**
- 3. Supporting congregations and individuals**
- 4. Mt. Cross Ministries will become a multi-location program**
  - a) Current off-site Day Camp programs established**
  - b) North Coast Summer program**
  - c) Establishing Geographical “Think Tanks”**
- 5. Mt. Cross Ministries will be financially stable and robust**

**Section 2: Funding and Income** *(Let your audience know that this is not a plea for funding at this time only information about how we raise money for our programs. It is OK to mention that you believe Mt. Cross is worthy of support.)*

**A) Mt. Cross Ministries Donor Programs**

- 1. Individuals are most of giving**
- 2. Big Tree Club Annual Gifts**
- 3. Milestone Project Planned Giving**
- 4. Memorial Gifts and Discretionary Gifts**

**B) Congregational Giving**

- 1. ELCA Synod Second Mile Giving**
- 2. Congregational budget items**
  - a) \$100 a year from every congregation in our constituency would generate over \$40,000 income**
  - b) \$25 a year from every congregation in our constituency would generate over \$10,000 income**
- 3. No giving currently from LCMS District**

**C) Thrivent Financial for Lutherans:**

- 1. Simply Giving Program (automatic giving)**
- 2. Giving Plus (gift matching) Program**
- 3. Chapter and Regional Grants**

**D) . Other Sources**

- 1. Program fees**

- 2. Retreat Program and Rental Fees**
- 3. Fundraising events such as Memorial Day Weekend and phonathon and special events**
- 4. Endowment Fund**

**Section 3: What Mt. Cross Ministries offers in programming** (*Make sure everyone has a copy of the year round programming schedule that you can refer to. Also it is in this section that you will use the DVD/LCD projection set-up \*\*\* Denotes the use of videos available*)

**A) Highlight the following items from each month of the handout**

- 1. September: Fall Work Weekend**
- 2. October: Synod Youth Committee-Senior High Event**
- 3. Nov/Dec: Synod Youth Committee-Junior High Event**

**4. January:**

- a) Summer Camp Registration begins**
- b) PACE Leadership Retreat**
- c) JAM-Jesus and Me Confirmation retreat**

**5. February:**

**PACE-Planting A Christian Environment Retreat-  
President's Weekend**

**6. March: Synod Youth Committee Mini-Camp 4-6<sup>th</sup> gr.**

**7. April:**

- a) Summer Camp Early Bird Registration Ends April 1**
- b) Synod Youth Committee Mini-Camp 4-6<sup>th</sup> gr.**

**8. May:**

**a) End of the Year Confirmation Retreat**

**b) Memorial Weekend Work Party and BBQ**

**\*\*\*9. June-August:**

**a) Summer Camp Staff Training**

**b) Summer Camp Programs and Congregational Day Camps**

**B) Other Year-Round Programs Offered**

**1. Congregational Weekend Retreats and Campouts**

**2. Day Use of Facility**

**3. Ropes/Challenge Course Facilitation**

**4. Full-time On Site Staff Services**

## **Section 4: Looking Ahead to What Mt. Cross Ministries can offer you and your congregations**

**A) Congregational Day Camps during non summer months**

**B) Youth Leadership Training (still under construction)**

**1. Developing student and adult leaders to run your programs**

**2. Developing a network of youth leaders**

**3. Developing a Youth Ministry Resource Center**

**4. Hosting on-site and off-site training sessions**

**C) Developing Geographical “Think-Tanks” to meet needs of congregations adult and youth programs**

**D) Final Step is ask what the congregation needs are and can Mt. Cross Ministries meet those needs**

**Thank everyone for their attendance and then open up for a question and answer period. Make notes such as what to mail out after and report back to Camp Director and Program Director.**