

Planning Guide For Spectacular Church Anniversaries

Fourth Edition, Revised

Published by: Church Ministry Enhancers

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I. Welcome

Congratulations on your church's Anniversary this year! I hope you have a truly SPECTACULAR Church Anniversary Celebration!

Would you like a few additional ideas on how to make YOUR Church Anniversary Celebration even more special?

I have written a book titled *Planning Guide For Spectacular Church Anniversaries*. I am making this book available FREE of charge. Many churches need help in planning celebrations. This book contains many ideas used by churches in their Anniversary Celebrations. Many churches give out or sell items to members with church anniversary information on them. The Planning Guide discusses some of the most popular items and how they are used.

Church Ministry Enhancers carries the items discussed in the Planning Guide. We have researched many of the manufacturers of products and have found some of the lowest prices in the industry for top quality items.

Church Ministry Enhancers carries products to help enhance YOUR Church's Ministry. We are a resource to help with all of your Church Anniversary needs.

Again, we hope your church has a truly SPECTACULAR Church Anniversary Celebration!

Your Church Anniversary Resource,

Kenny Carter

II. Introduction

Happy Anniversary to your Church!!!

Why not have a Party and Celebrate?

Why not Celebrate all year?

This is a Special Year in the Life of Your Church!

Why not make it a Spectacular Celebration all Year Long?

That is what the Planning Guide For Spectacular Church Anniversaries is all about!

Having been in ministry for 45 years, I have been a part of many churches celebrating anniversaries every 5 years. I have observed some churches which didn't even know they were having an anniversary. Still other churches have so many activities, projects and items that create a feeling of thanks for their church, they observe a spectacular Church Anniversary Celebration all year long!

Anniversaries are a time of remembering the past, seeing where you are in the present, and looking ahead to the future. They create "warm fuzzies" and a reminder of how important your church family is to you.

Some churches give Church Anniversary gifts to their members all year. Some churches make these items available to their members at cost. Some churches make these items available for members to buy, mark up the prices, and use the profits to have a free catered lunch for the big Anniversary Sunday. Other churches use the profits to pay for big projects, mission trips, or church needs that will be remembered long after the Anniversary year has come and gone.

Church growth, introducing the church to your community, and getting new people into your church is also a priority for many churches during the Anniversary year.

Church Ministry Enhancers can help you in all of your Church Anniversary planning needs!

III. How Church Ministry Enhancers Can Help

In addition to providing this FREE Planning Guide, we feel that churches are using "God's money" and we want to help "God's money" go as far as possible on all of your Church Anniversary needs – and still receive top quality products! We have researched numerous manufacturers and have found some of the lowest prices available. We are a one-stop resource for all of your Church Anniversary needs! Many churches appreciate working with a minister they can trust (references available upon request). We are a company that has Your Church's best interest in mind! We have 45 years of local church ministry experience to draw from in giving opinions on what may work best for your church. We have a commitment to helping YOUR CHURCH ANNIVERSARY CELEBRATION be the best that it can be!

IV. Getting Started – Preparation Check List

1. Select Church Anniversary Committee Chair-Person
2. Select Church Anniversary Committee
3. Pick Date for the Big Church Anniversary Celebration
4. Find names and addresses of all Former Members and Charter Members
5. Find names and addresses of all Former Pastors and Staff Members
6. Fix announcement for Church Anniversary Celebration
7. Send out announcements to:
 - a. All Former Members and Charter Members
 - b. All Former Pastors and Staff Members
 - c. State Denominational Newspaper
 - d. Association Newsletter
8. Plan various Activities, Events, Projects, and Programs throughout the year of Anniversary Celebration
9. Plan a luncheon to follow the big Anniversary Sunday Worship Service (catered or covered dish?, decorations, etc.)
10. Plan the big Anniversary Worship Service
11. Plan afternoon program to follow lunch – possibly with a PowerPoint presentation of church history, people having fun at church, music groups, and testimonies on what your church means to people
12. Plan Items for Church Members to receive as gifts or purchase as a part of the Church Anniversary Year Celebration

V. Most Popular Items Used To Celebrate Church Anniversaries

- | | |
|-----------------------------------|--------------------------------|
| 1. Church Ornaments | 8. Pens |
| 2. Cook Books (Custom) | 9. Shirts, Hats |
| 3. Cook Books (Stock) | 10. Book Marks (Metal) |
| 4. Anniversary Labels, Foil Seals | 11. Book Marks (Custom Ribbon) |
| 5. Commemorative Dinner Plates | 12. Lapel Pins |
| 6. Coffee Mugs | 13. Paperweights |
| 7. Calendars | 14. Fans |

- | | |
|---|---|
| 15. Bells | 21. Cards – Announcements and Invitations |
| 16. Key Chains | 22. Cards – RSVP Cards |
| 17. Tote Bags | 23. Publicity |
| 18. Coasters | 24. Bumper Stickers |
| 19. Tiles | 25. Yards Signs |
| 20. Cards – Custom Christmas Cards and Note Cards | 26. Magnets |

VI. How Items Are Used

1. Church Ornaments

Duplicate your church building in ornaments made of gold-plated brass, pewter, 3-D gold-plated brass, full color ceramic, porcelain, or metals.

Churches usually order ornaments and make them available to members in one of three different ways:

1. Ornaments are available November 1 of the year before the Anniversary Year, using the Christmas season to kick off the Anniversary Celebration. Then, they are also available for the big Anniversary Sunday, as well as the Christmas during the Anniversary Year.
2. Ornaments are available four weeks before the big Sunday Anniversary Celebration.
3. Ornaments are available November 1 of the Anniversary Year Celebration in time for Christmas.

Most churches sell the ornaments to their members at cost or mark them up and use the profits to help defray some of the other costs of the Anniversary Celebration. Some Churches budget for the cost of the ornaments and give them to each person at the big Church Anniversary Sunday Celebration.

2. Cook Books (Custom)

Everyone in churches loves to eat! At covered dish dinners, people are always asking for the recipes of delicious foods! This is an exciting Anniversary Year project, getting everyone involved turning in his or her favorite recipes. Everyone loves to see their name in print beside their favorite recipes. Many people collect cookbooks. Cook books make great Christmas gifts! Many people in your church will want several to give away as gifts. They make excellent fundraisers, or they can be sold at cost.

3. Cook Books (Stock)

Many times churches and organizations want to have Cookbooks without going through the process of begging people to turn in recipes, collecting them, typing them, proofing them, submitting them, and proofing the cookbook again. This process can take from 4 to 5 months. If this is your situation, we have the answer for you! Get a Stock Cookbook with your Church or Organization's name and picture on the front cover. This option can be ready in less than a month **with no work**. Click the Cookbooks tab on the Web site for Cookbook titles.

4. Anniversary Labels, Foil Seals

Anniversary labels or foil seals are put onto all church mailings and correspondence for the entire Church Anniversary Year. This keeps your Church Anniversary in front of everyone receiving mail from your church.

5. Commemorative Dinner Plates

Some churches use Commemorative Dinner Plates to celebrate their Church Anniversary, as well as other events, such as, new or retiring pastors, new churches, new additions or new sanctuaries. They are great as fundraisers because they have a much higher perceived value. You can easily double your money on this project. Churches usually put a picture of their church on the front with the church name and anniversary, and dates of the church. Many churches also put a 100 word church history on the back of the plate. The beauty of these plates will make a treasured keepsake for everyone in your church.

6. Coffee Mugs

Many churches get Coffee Mugs to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the mug usually appears a picture of the church, the name of the church, the anniversary number, and the dates of the church. These make real nice keepsakes and are a very usable reminder of the church's anniversary.

7. Calendars

Churches often get Calendars to give to all of their members which includes the Church Anniversary announcement. Some churches sell them for cost, while other churches use them for fundraisers. Some calendars have beautiful scenes with scripture verses. Some churches get a Custom Calendar with a picture of their own church. Some get the 13 month custom calendar with a different picture each month of the church building., Pastor, Sunday School classes, music groups, Deacons, or whatever you want to put onto your own church's Custom Calendar. This is an excellent item to keep the church's anniversary in front of everyone's eyes all year long!

Get Free Calendars!

Most churches have one or two funeral homes which are most used by their church members. If you get your church calendar and the funeral home places their ad “Courtesy of John A. Smith Funeral Home” with their address and phone number on the calendar, the funeral home will gladly pay for the calendars. As the scripture says, “Ask and ye shall receive.”

8. Pens

Many churches get Pens to give out to all people attending the big Church Anniversary Sunday Celebration. They usually have the name of the church, number of the anniversary and the dates of the church. Usually the ushers give them out to each person leaving the sanctuary on their way to the Anniversary luncheon. Other churches have bowls of pens for people to pick up as they go through the food serving lines. Pens provide a nice, useful, inexpensive remembrance of the Church’s Anniversary.

9. Shirts, Hats

Churches often get shirts and hats for their Church Anniversary Year Celebration. Golf type shirts and T-Shirts are most popular – with the church’s name and anniversary year. Churches can get them in many different colors. People sign up and pay for their own shirts. They are encouraged to wear them as much as possible in their community to help advertise the church. They are a great conversation starter in check out lines when other people see your church name and ask you about your church. Churches say my supplier for shirts saves them \$2.00 - \$5.00 per shirt off of the normal prices paid for imprinted shirts – with fast service! You can get them screen printed or embroidered. Hats are also popular for Church Anniversary Year Celebrations.

10. Bookmarks (Metal)

Some churches get metal bookmarks and give them to all members as a Church Anniversary gift. This is often one of several different items given out during the year. They come in etched enamel or dagger bookmark styles. They also come in silver or gold anodized aluminum, solid brass or in cloisonné. Churches often get their church picture etched or screen printed on the bookmark and the anniversary number.

11. Bookmarks (Custom Ribbon)

Some churches get custom ribbon bookmarks early in the Anniversary Year and list the dates and events which will be celebrated during the year as part of the Anniversary Year Celebration. Some churches get the custom ribbon bookmarks and list the Church’s significant dates and events since the church’s founding, i.e. the date the church was constituted, when buildings were completed, significant pastor’s dates, etc. Some churches get stock ribbon bookmarks on themes for Mother’s Day, Father’s Day, How to Use the Bible, The Mark of Success, Footprints in the Sand, etc. and have printed at the bottom the church name and anniversary year.

12. Lapel Pens

Some churches get Lapel Pins and give them to all members as a Church Anniversary gift. This is often one of several items given out during the year. The pins often contain the church's logo or initials of the church and the number of the anniversary year. The pins help identify all members and are attractive to wear on suits or dress up clothes. Lapel pins come in antique metal, cloiselle, pewter, cloisonné, and screen-printed.

13. Paperweights

Many churches get Paperweights to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the Paperweights usually appears a picture of the church, the name of the church, the anniversary number, and the dates of the church. These make real nice keepsakes and are a very usable reminder of the church's anniversary

14. Fans

Many churches get Hand Fans to give to all of their members and to put into the Sanctuary and other rooms of the church. If your church has outdoor concerts or meetings – the Fans are a blessing. Some churches also put them into local nursing homes for publicity to the families of the residents. We carry two types of Fans. One is card stock with a stock picture on the front (like Jesus knocking at the door, or the Good Shepherd.) On the back is where you put your church name and Anniversary Information. The second type is a Laminated Fan where you can get full color on the front and back. Usually, churches put their church picture on the front with their church name and Anniversary Information. On the back, you can put your church history, all of the special events of your Anniversary year, list all of your Pastors and Church staff – or whatever you want to put onto your Custom Church Fan. These make real nice keepsakes and are a very usable reminder of the church's anniversary.

15. Bells

Many churches get Bells to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the Bell usually appears a picture of the church, the name of the church, the anniversary number, and the dates of the church. These make real nice keepsakes and are a very usable reminder of the church's anniversary.

16. Key Chains

Many churches get Key Chains to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the Key Chain usually appears a picture of the church, the name of the church, the anniversary number, and the dates of the church. These make real nice keepsakes and are a very usable reminder of the church's anniversary.

17. Tote Bags

Many churches get Tote Bags to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the Tote Bag usually appears the name of the church, the anniversary number, and the dates of the church. These make real nice keepsakes and are a very usable reminder of the church's anniversary.

18. Coasters

Many churches get Coasters to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the Coaster usually appears a picture of the church, the name of the church, the anniversary number, and the dates of the church. Coasters can be purchased as singles, or in packs of two or four. These make real nice keepsakes and are a very usable reminder of the church's anniversary.

19. Tiles

High Fire Tiles are often used as trivets or coasters and are made to accommodate hot metal pots and moist drinks. Many Churches get Tiles as Church Anniversary mementos. Churches get Tiles to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the Tiles usually appears a picture of the Church, the name of the Church, the Anniversary number, and the dates of the church. These make real nice keepsakes and are a very usable reminder of the Church's Anniversary.

20. Cards – Custom Christmas Cards and Note Cards

Many churches get custom Christmas Cards and Note Cards to use during the Church Anniversary year. The Note Cards usually have a picture of the Church on the front with the Anniversary number and the dates of the Church. The back usually has a brief history of the church or a Church logo. The inside is usually blank for writing notes. Christmas Cards usually look similar on the front and back. Inside there may be "Merry Christmas" or a verse. Some Churches use a red border or holly leaves around the picture for Christmas. Some Churches use a picture of the inside of their Sanctuary at Christmas. Cards add a special touch for Church Anniversary celebrations.

21. Cards – Custom Anniversary Announcements and Invitations

Many churches send out Announcements/Invitations for their big Church Anniversary Celebration Sunday/Weekend. The Announcements usually have a picture of the Church on the front with the Anniversary number and the date and times of the Celebration activities – with "You Are Invited." Inside the Announcement may be many more details about the Celebration. The idea behind the special Announcements/Invitations is to let members and former members know about the special occasion, create even more excitement, and convey to the person how special they are, and how much your church would love for them to a part of the Celebration.

22. Cards – RSVP Cards

Many churches include RSVP Cards inside of the Announcements/Invitations. For planning purposes, it is important to know how many people are coming for food preparation, table set up, meeting room space, mementos to give out, programs, etc. The RSVP Card allows you to get the total number of people attending to see how you will accommodate everyone. You want enough of everything for the people attending, but you don't want to over-spend for the people you hoped would come – but didn't. The RSVP Card is a valuable tool for this projection.

23. Publicity

Churches need to advertise if they want to grow and reach more people for Christ. Reaching people for Christ and helping people grow in Christ is why the Church exists. A church is a living organism. It doesn't stand still. It is either growing or dying.

A newspaper ran an ad to get people to advertise in their classified ads. It told a story about a man who looked in the classified ads and bought a business. While in business, he refused to do any advertising. Eighteen months after he bought the business, he had lost all of his money. Then he ran a classified ad to sell his business.

Too many churches are not advertising and are not trying to grow and reach their world for Christ. Too many churches are going out of business and are selling their church buildings in newspaper classified ads. A church must preach the Word, help its members grow in Christ, and reach unsaved people for the Lord. Publicity lets people outside of the church know what is going on in your church. Every special activity that takes place in your church.(like Church Anniversaries, Vacation Bible School, Christmas and Easter programs, music programs, Revivals, etc.) is an opportunity to publicize the event and your church in your community.

Below are listed three types of publicity –Bumper Stickers, Yard Sings, and Magnets. Earlier, we mentioned having all members of your church wear shirts with your church name. In The Open House Program For Churches listed later, I discuss eleven (11) other types of publicity that churches can do for all special events. Every church member is called to reach their world for Christ. As the church provides activities and programs – and publicizes them in the community – it gives each church member something else to get excited about and to share with others. In our churches, we need desperately to “Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven” (Matt. 5:16) We need to let people in the community know what is going on in the church and invite them -- before they will come.

24. Bumper Stickers

Churches get Bumper Stickers and give them to members to put onto all of their cars. Then wherever they go, they are being a silent witness for God and their church.

25. Yard Signs

Churches get Yard Signs and give them to all church members and friends of the church to put in their yards, all traffic lights, in store windows, etc. to advertise your church and outreach activities.

26. Magnets

Churches get Magnets and:

1. Encourage all members to take several to give to their friends, neighbors, fellow workers, other students, etc.
2. Give out at community events where your church has a display to promote your church.
3. Leave on witness visits.
4. Use “SAVE THE DATE” Magnets if your church is having an Anniversary Celebration, or some other big event. Mail them out early so that former members and others you want to attend can put the date onto their calendars and have more lead time to attend the event.

VII. Special Projects

Often churches take on special projects during their Anniversary Year. When the Anniversary Year is over, in addition to all of the great memories, their church has improvements that will live on for many years to come. We recently worked with one church, which had just purchased new Choir Robes and Handbells for their Music Ministry. They did several fundraisers by selling ornaments and coffee mugs. Their goal was to have a catered lunch for 500 people on the big Church Anniversary Sunday so that no one would have to pay out of pocket for the meal. They met their goal AND used their extra money to get the entire church parking lot sealed. What projects or needs does your church have right now that the church can't afford to fund at budget time? Some popular projects are as follows:

1. Choir Robes

Some churches have had their present choir robes for 10, 15, or 20 years. Maybe the robes are worn out, too hot to wear, the colors don't match the present sanctuary colors, or churches just want a change in the robes. Church Ministry Enhancers carries robes from the Murphy Cap and Gown Company. If you want the best selection in the industry and a large range in prices for top quality robes – then Murphy is for you! Choose from 83 styles. Each style comes in eleven (11) different types of fabric. Each fabric comes in 15 –33 colors. Robe prices range from \$83.90 - \$191.90. If you are interested in getting robes, contact Church Ministry Enhancers and we will send you a catalog and a fabric selection book which contains all of the fabrics and colors. You can see and feel the actual fabrics.

2. Mission Projects

Many churches get involved in Missions Projects during their Anniversary Year. Mission projects could be helping poor and needy people in your own community or in a distant community. It could be helping make repairs on a church in an inner city area. It could be leading Backyard Bible Clubs in your own community, in resort areas, or wherever you want to reach people for Christ. It could be collecting money to send to missionaries or to help with projects where needs are great. There are many resources for finding needs where your church can plug in and make the world a better place – because you care!

3. Church Improvements

Does your church need an elevator for older or handicapped people to use upper levels of your church? Need more handicapped restrooms? Need handicapped ramps at church? Need playground equipment? Need larger or better appliances in your church kitchen? Need a new sound system in the sanctuary? Need audio-visual equipment? Does the church need painting? A new roof? The Church Anniversary Year is a great time to take on church improvement projects!

VIII. Fundraisers For Special Projects

Cookbooks are an example of one of many fundraiser projects. This can be done with any item. You can sell 500 cookbooks and make \$3,465.00 PROFIT on this one project. Start early in the year collecting recipes, have the cookbooks available four weeks before the big Anniversary Sunday, and promote them as being great Christmas gifts. Let people know how the profit will be used. They should sell out quickly.

IX. The Open House Program For Churches

During your Church's Anniversary Year, why not get the community to come into your church and see all of the things your church has to offer? This program was developed when I served as a Minister of Church Growth. The church averaged 140 in Sunday Morning Worship. In one day, we had 585 Visitor-Prospects come into the church and register their attendance. In the 6 Sundays that followed, more people joined the church than had joined in any full year in the last 8 years. Our Sunday Morning Worship average attendance jumped to 185 and began a period of growth in the church.

The program involves a fun family day of activities including free pony rides, free hot dog lunch, free games to play and win a prize every time, etc. Every activity that takes place in the church has its own display. The program includes eleven (11) types of publicity to advertise the event; how to get lots of freebies; many church growth ideas; a fantastic follow-up program that really works; all of the administrative and organizational plans to make the event as easy as possible AND get great results.

Your church will never be the same again after using The Open House Program For Churches! Wouldn't it be great to reach more people for Christ than ever before during your Church Anniversary Year? To God Be The Glory!

X. Testimonials

Reverend Carter,

What a pleasure to do business with you ! We are very pleased with our Ornaments and Bookmarks. Why can't all business be conducted in such a pleasant manner ? If we ever need anything else, you will be the first to know. Thank you for all of your help.

*Sheryl Henderson
First United Methodist Church
Cocoa, FL*

Kenny,

It was good working with you. The Ornaments are great ! People are so pleased with them ! Thanks again. Merry Christmas and have a Blessed New Year.

*Cheryl Muncy
Our Savior's Lutheran Church
Chester, MT*

Kenny,

I just wanted to let you know that we received our Christmas ornament order on Friday, December 1, right on time. The ornaments are beautiful and the church history on the parchment paper was just perfect.

We have already begun to sell the ornaments, and everyone has been very impressed with their appearance and with the detail of the church that the ornaments show. In fact, the ornaments are selling quickly. Everyone wants them!

Thank you so much for all your help in getting this project done on time. You and your company have been great to work with at every turn. You have contacted us promptly and you have answered all our questions with patience. Our church will certainly use your business again when the opportunity arises, and we would recommend your work, without hesitation, to others.

Thanks so much again for everything! Have a blessed Christmas.

*Sincerely,
Linda Johnson
Springwood Baptist Church
Buchanon, Virginia*

Dear Rev. Carter

Just wanted to let your know I received the ornaments today. They are beautiful! I took them to church tonight and Rev. Campbell is very pleased with the way they turned out. We plan to set up a display for Sunday so our members can see them and hopefully we'll sell out real fast. Several members saw them tonight and love them. We've already received several orders.

I just wanted to thank you for your help in getting these done for us. We are very pleased and appreciate all your help and assistance. If these sell we want to go with the 3-D ornaments next.

*Thanks again.
Sincerely,
Charlotte Morris
Calvary Baptist Church
Lovington, VA*

*Kenny,
Our ornaments were wonderful. Thanks Church Ministry Enhancers. The detail and design were well done. These ornaments will make a great keepsake for years to come. They sold quickly and our people loved them!*

*Darrell Hammons
Immanuel Baptist Church
Colonial Heights, VA*

XI. Pictures and Pricing For “Most Popular Items Used”

For pictures and pricing of all of the items included in this guide, check out our Web site or contact:

Church Ministry Enhancers

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1153 Cumberland Drive

Colonial Heights, VA 23834

804-526-0250

1-800-276-8810

Kenny@churchministryenhancers.com

www.churchministryenhancers.com

PLEASE NOTE: In addition to the items on this Web site, we work with over 5000 manufacturers in the specialty advertising industry and can find any item which you need. We can also find the best prices for you. Just give us a call.

WE PRAY THAT YOUR CHURCH WILL HAVE A

**SPECTACULAR CHURCH
ANNIVERSARY !!!**