

**HOW TO START A
GREETING
CARD
MINISTRY**

OUTREACH CARDS™

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WHY GREETING CARDS?

The world may be growing more and more digital with social media and online outlets becoming a substitute for more traditional means of communication.

But, the tradition of giving greeting cards as a meaningful expression of personal affection for another person is still deeply ingrained in our society: American's purchase 6.5 billion greeting cards each year*!

While it is easy to send a quick note via email or text, a handwritten note in a beautiful card shows the sender spent time and money to pick out , write and send a card – how much more valuable is that card now! Plus sending a greeting card can be less intimidating and sometimes the best way to respond when words are hard to say.

*According to the Greeting Card Association

And greeting cards have more “staying power” – they end up on the front of refrigerators, tacked up on bulletin boards, taped to mirrors, displayed on fireplace mantels and bedroom dressers, and tucked into scrap books as a keep sake for years to come.

Perhaps the greatest potential impact of using greeting cards in your congregation is the opportunity to grow your church! When the cards are readily available in your lobby, members are presented with an easy way to love, reach out, and eventually invite their friends, family, neighbors, and coworkers to church.

With friendly and Scripture-inspired ways to welcome, congratulate, or express thoughts and prayers in all of life’s ups and downs, greeting cards provide your church members with a unique way to care for each other and those in your city who are open to receiving an invitation to church.

Greeting cards are also an effective assimilation tool! When visitors and new members receive a welcoming, handwritten card from a church member or staff person, they will feel that much more connected and accepted in your church.

Doesn't it then make sense that Greeting Cards could and should be part of your church's goal to sharing God's love with every person in the community?

Outreach Greeting Cards were created to help churches empower their members with a convenient and economical tool to “Share God’s Love” with others.

How many times have you or your spouse been at church and:

1. Realized you have forgotten someone’s birthday
2. Heard about a major event (engagement, death, birth) in a friends life
3. Found out a friend was ill or incapacitated
4. Wanted to celebrate a spiritual event like Baptism or baby dedication

If you could easily and inexpensively provide greeting cards in your lobby or bookstore, your members could find a card to fit these occasions and respond on the spot or when they get home!

In addition, your church could add greeting cards as a ministry and share more love with your members and the community!

HOW WILL A CARD MINISTRY WORK IN MY CHURCH?

A Greeting Card ministry is simply an organized way to write and send personal cards to people in your church and community.

There are a few different ways you can put one into place in your church.

1

Add Greeting Cards to an Existing Ministry Team

Your church probably already has a ministry or two that could be expanded to include greeting cards such as:

- Prayer Teams
- Greeters and/or Hospitality Teams
- Visitation/Care Teams
- Small Group leaders and Sunday School Teachers

These types of ministries are already caring for your church members, hearing their needs and responding by meeting their needs physically or spiritually. And adding Greeting Cards as an extension is easy – all you really need are willing helpers who have good handwriting, some suggested things to say on the cards and a list of people to receive the cards!

Greeting Cards can also provide a way to increase involvement in your ministries.

Frequently regular attenders of your church would like to be more involved but are reluctant to join a ministry because of the time requirements or out of fear and shyness. But with a greeting card ministry, they can write and send cards on their own schedule, make an impact and serve without having to be visible.

2

Start a New Ministry

You can also choose to start a strategic ministry focused solely on sending cards to people in your church and community. They can meet regularly to write cards and pray for the people who receive them.

Developing a new greeting card team will require a good leader who loves people, some suggested things to say on the cards, and a way to gather information on who should receive the cards.

Once your team is set up introduce the greeting card ministry to your church on a Sunday morning. You may want to provide church attenders with a way to give you information on people who should receive a card – perhaps a suggestion box or space on your Connection Card.

3

The Easy Solution: The Outreach Greeting Card Kit

While you can purchase boxes of greeting cards from a card supplier or at your local Christian book store, Outreach Greeting Cards offers you more including the unique **FREE** lobby display stand that includes a donation box and room for 48 different card designs!

The \$199 kit (a \$276 value) includes 288 greeting cards with a suggested donation price of \$1 per card – so **your greeting card program pays for itself** when members donate for the cards! The additional funds that come in from the donations can then be used to support your greeting card ministry, other ministries or missions efforts in your church. What could your church do with as much as \$1,000** in ongoing greeting card revenue?

***The eye-catching lobby display
and attractive cards will draw your
members when they are in the church
building.***

The greeting cards in the Outreach Cards display are expertly designed for churches and their members by the leader in church communication tools to cover spiritual and ministry topics along with the most popular general greeting cards topics. You will not find this unique selection of Christian greeting cards anywhere else!

**Potential average revenue generated from Display Kit donations

The display comes with:

- 19 Birthday Designs
- 4 Thank You/Appreciation Designs
- 4 Sympathy Designs
- 4 Thinking of you/Encouragement Designs
- 3 Praying for You Designs
- 3 Get Well Designs
- 2 Wedding Designs
- 2 New Baby Designs
- 2 Anniversary Designs
- 2 Congratulations Designs
- 1 Graduation Designs
- 1 Baptism Designs
- 1 Welcome Designs

Promoting the ministry and use of cards as a tool to share God's love in your bulletins, from the pulpit, on your website and/or on social media pages will build excitement among your members and get them involved.

Once you have launched the ministry, there isn't much else to do! Just restock the cards as they run low, collect donations and keep sharing God's Love!

TRY IT RISK-FREE! We are so confident that the Outreach Greeting Card Kit will help your church members do more in-reach and outreach that if after 60 days you are not satisfied call us for a return authorization, send back the unused greeting cards and Outreach will provide a refund for all of the unused cards, up to \$199.

THE OUTREACH GREETING CARDS KIT

Including 288 Greeting Cards and Envelopes



ORDER YOUR KIT TODAY

FOR ONLY \$199 (\$276 VALUE!)

www.Outreach.com/Cards