

Project Connect MANUAL



PROJECT CONNECT

Good news that makes a difference!

Reaching Out with Project Connect

Since 1996, **Project Connect** has reinforced the partnership between Lutheran Hour Ministries (LHM) and The Lutheran Church—Missouri Synod (LCMS) congregations. According to a study, Lutheran pastors have identified three people groups **Project Connect** topical booklets help:

- **Visitors** who may not sign an attendance card until their third or fourth visit, but still need biblical guidance and spiritual support
- **Members** who need help themselves, or who need help expressing their beliefs to others, when dealing with specific issues
- **Friends of Members** who can benefit from a personal visit as well as material to read and discuss

Project Connect Can Equip You with These Easy-to-Use Evangelism Tools:



Project Connect Start-up Kit

Everything needed to launch your outreach program for a one-time cost (shipping included)*:

- A standing 3-tier, rotating 24-pocket display with a 23" diameter base x 62" total height (one tier for each type of booklet: children's, issue-based, and equipping)
- "Please Take One" sign
- Initial supply of 230 pre-selected booklets (most popular titles from each category)
- 20 offering envelopes (self-supporting program)
- 45 "Out of Stock" Cards
- Promotional packet (project manual, labeled titles, and dividers)
- Free PDF download of each new booklet added to the program

* Your choice of durable, clear plastic (\$250 - PEE01) or wire 24-pocket display (\$200 - PEE07)

PC Junior

This compact easy-to-use display is ideal to offer your favorite PC booklets in locations where space is limited. The **PC Junior** is 4"w x 10"h x 6"d and costs only \$15 (plus S&H - PEE03) for the display only. It is made of durable, lightweight, clear plastic, and features four pocket sections each of which holds up to 10 booklets.



These displays offer a non-intrusive, user-friendly approach to reach out to visitors, members, and others in your community. Each topical booklet covers real-life issues such as family communication, alcoholism, anxiety, stress, death, and many more.

Easy Maintenance

Although **Project Connect** is relatively simple to maintain, booklets need to be reordered often due to their popularity. You can reorder additional booklets as needed at the current congregational price. When ordering, please note the following:

- Your shipping address cannot be a Post Office Box.
- Include payment for all orders prior to shipment. Credit cards are accepted for orders placed by phone and fax; credit cards and checks are accepted for mail-in orders.

This program can be self-supporting by using offering envelopes, which are freely provided. Effective, affordable, and easy to use, **Project Connect** is an ideal way for your congregation to reach out to your community. As always, if you need more information or have any questions, please contact us at

FOR ORDERS: 1-800-752-9636

FOR QUESTIONS: 1-800-944-3450 ext.4210

E-MAIL: projectconnect@lhm.org

WEBSITE: lhm.org/projectconnect

lhm.org/projectconnect

This is your **Project Connect** Information Station; here you can

- find FREE downloadable PDF and MP3 files of the latest booklets;
- share your **Project Connect** success stories (We really like to hear these!);
- find outreach ideas for your church;
- place orders in our online store;
- find the latest booklet list, order form, and tracking sheet.

Visit lhm.org/projectconnect today!

Now You Are a **Project Connect** Congregation

Congratulations on taking the first step toward implementing this exciting new booklet ministry!

Being registered means you will receive

- e-news that share the latest **Project Connect** booklets and information;
- free offering envelopes to help fund your booklet ministry;
- out of stock/reorder cards.

Setting up Your Booklet Ministry

You will receive two boxes with each **Project Connect** display from Manufacturer Display Company. The booklets will be shipped from Lutheran Hour Ministries in St. Louis. Once both shipments have arrived, you're ready to begin. Here are some ideas for using your display:

- Set up your display in a high-traffic area where members and visitors will see it and be able to comfortably browse the selections. Place the sign on top that reads, "Please Take One."
- *Time to reorder (out of stock)* cards are included in your start-up kit with labels of booklet titles. Place one card with booklet title behind the last booklet in each pocket.
- Place the booklets into the pockets on the display.
- Place the offering envelopes in a prominent location. We recommend putting them in a display pocket or in a basket nearby to encourage gifts to fund your booklet ministry.
- Use the bulletin blurb examples included in this manual to publicize the program in your church's various bulletins and newsletters.
- Ask your pastor to make an announcement on the Sunday your booklet ministry begins (use the included "Talking Points").

Now you are ready to begin serving visitors and members with **Project Connect**, your booklet outreach ministry.

An Outreach Idea

Each booklet has an imprint space on the back for you to include information about your church. Here's one sample of how a congregation utilized this space:

"It is our prayer the thoughts in these booklets will be helpful to you. We invite you to look to Jesus Christ for the greatest help of all. Jesus said, 'I have come that (they) may have life to the full' (John 10:10b).

"To find out more about Jesus' saving help and the full life He alone offers, please contact (add here) Your Church, City, State, and Zip Code. Telephone: (555) 555-5555. Sunday Worship: 8 a.m., 9:15 a.m., and 10:45 a.m."

Out-Of-Stock Cards

Place the card behind the last booklet in each pocket of the stand.
The reorder information, included on the back of each card, reads as follows:

Thank you for using **Project Connect** booklet ministry.
To reorder this booklet, you may

CALL: Response Center at 1-800-752-9636

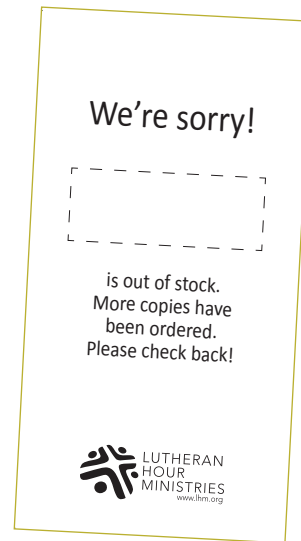
E-MAIL: projectconnect@lhm.org

ORDER ONLINE: shoplhm.org

MAIL: Response Center
Lutheran Hour Ministries
660 Mason Ridge Center Drive
St. Louis, MO 63141

We will need to know the following information:

- booklet title
- number of booklets needed
- shipping address
- billing address
- your congregation's name



Lutheran Hour Ministries’
Support and Service Phone Numbers
(United States and Canada)

UNITED STATES

Response Center 1-800-876-9880
Product order/shipping 1-800-752-9636
Main Switchboard 1-800-944-3450
 Information ext.4210

Project Connect

E-mail..... projectconnect@lhm.org
Website lhm.org/projectconnect
Fax 1-314-514-9476

CANADA

Main Switchboard 1-800-555-6236 or 1-519-578-7420
Fax 1-519-742-8091
E-mail.....helpful@lll.ca

To-Do List:

- ❑ Keep your signed covenant letter with manual.
- ❑ Encourage your prayer ministry to include this outreach ministry in its prayers.
- ❑ Inform LHM of any change of address or change in personnel.
- ❑ Inform members of existing program (see publicity ideas).
- ❑ Clearly mark and store materials for re-stocking.
- ❑ Re-order, using a mail-in form, phone, or e-mail (see Steps for Success, page 4).
- ❑ Determine with your finance board how offerings received for this ministry will be tracked. (You may order as many offering envelopes as necessary, at no cost to you.) The monies collected are to remain in your congregation to help purchase future booklets for the display. Some churches have introduced the program and inserted an offering envelope in their congregation's newsletter. You may have your own ideas.
- ❑ Share witness stories—keeping a **Project Connect** update in your congregation's newsletter is a great way to show others how these booklets are impacting people's lives.
- ❑ Share your creative ideas with LHM for publication; doing this encourages your sisters and brothers in the United States and Canada.

Project Connect News

Stay connected to Lutheran Hour Ministries and other **Project Connect** congregations with LHM's News (lhm.org/newsroom). In these e-news briefs from LHM, you will find fresh ideas and evangelism stories from other congregations. Short reviews of new booklets—as they are added to the program—are included as well as reviews of recently revised booklets.

Additional publicity ideas are given and opportunities for feedback from your booklet ministry will be provided. We want to stay in touch to ensure your **Project Connect** ministry is as fruitful as possible.

We appreciate input from **Project Connect** participants to see how they are using our booklets. This allows us to learn more about the effect this ministry outreach is having on the lives of others. From time to time, we will share these stories with you in the newsletter. Please send your story and a picture to projectconnect@lhm.org.

Making Connections

Since beginning this program, more than 1,500 **Project Connect** displays have been placed in locations throughout the United States and Canada. It is very important to inform your congregations, business employees, and prison visitors of display locations and the topics available. We've included some samples of bulletin blurbs you may use:

NEW BOOKLET BULLETIN BLURB EXAMPLES

Example 1:

“Please Take One.”

This booklet display is part of a ministry that provides relevant information for anyone with a special need/interest. Please feel free to take and read any of the booklets and share them with your family and friends.

These booklets are available through Lutheran Hour Ministries. There are offering envelopes available if you would like to make a donation to our booklet ministry. Please place the envelope in the offering basket. Thank you.

Example 2:

“Please Take One!”

In our lobby you will find a new display filled with booklets on various topics. These booklets are designed to meet the needs of today's adults and families. Please feel free to visit the display and grab a booklet that might help.

Each topical booklet covers real-life issues written from a Christian perspective. To help support our booklet ministry, you will find offering envelopes located on the display. Please place the envelope in the offering basket. Thank you.

Project Connect Talking Points

To assist your outreach efforts, we have prepared some “Talking Points.” Use these as a basis for your own remarks, by perhaps taking a “moment for missions” during a worship service.

- Counseling centers. Schools. Hospitals. People are looking for assistance and hope in almost every area of their lives. You can help our congregation reach out with easy-to-use evangelism tools from **Project Connect**, the booklet ministry program from Lutheran Hour Ministries. Packed with a variety of booklets, both the full-sized display and the **PC Junior** (which is perfect for table-top display), offer an accessible way to reach out to visitors, members, and others in our community.
- Each Christ-centered booklet covers real-life issues such as improving family communications, coping with anxiety and stress, finances, forgiveness, Post-Traumatic Stress Disorder, and marriage. Also, there are booklets on faith-based topics to equip Christian adults.
- **Project Connect** is an effective and affordable way for our congregation to reach out to our local community with the living message of God’s eternal love for us. It allows us to enhance the Lutheran visibility in our area as a group of people who care. It’s easy to get started and fun to maintain. Just talk to me after the worship service today to learn more.

Project Connect Booklets

The booklets utilized in **Project Connect** are written and produced by Lutheran Hour Ministries. Each booklet has been designed to address the varied and pressing needs of today's adults and families.

These booklets feature a brief description on the back cover to attract the reader's attention. There is also space for your congregation's name, address, phone number, and website.

You may wish to print labels with your congregation's information. Then just apply them to the booklets as orders are received. Using clear, readable labels will be the most aesthetically pleasing method of adding this information.

While the range of topics **Project Connect** covers is extensive, your suggestions for additional subjects are always welcome.

When a new booklet is introduced, you will be able to download a FREE PDF from your **Project Connect** Information Station, lhm.org/projectconnect. A short review will be included in the **Project Connect** - "Latest Release" lhm.org/projectconnect/booklets.asp. You may wish to alert members through church bulletins or newsletters, and your pastor may wish to announce the new booklet as well.

Sponsorship Suggestions:

This ministry may be adopted by one or more organizations within your congregation such as a Bible class, the senior-high youth group, or an evangelism/outreach committee.

Specially designated memorials or honorariums given on behalf of church members may also fund a **Project Connect** display. Sharing the responsibility means sharing the joy of the exciting potential of this ministry!

OFFERING ENVELOPES:

Provided to help congregations obtain funds for their **Project Connect** ministries, free offering envelopes from Lutheran Hour Ministries are available to help keep displays stocked and ready to serve. These funds are for your congregation and are not intended to be sent to LHM.

How to best track these funds will be determined by consulting your church treasurer. The offering envelopes are provided at no charge; however, you are under no obligation to use them.

If you do choose to use the offering envelopes, here are some ideas:

- Place them in a pocket in the display and explain their purpose to your congregation via your church bulletin or newsletter.
- Place them in your church bulletin or newsletter for offering on special occasions such as Evangelism Sunday.

General Budget Item:

Project Connect could become an item in your evangelism budget, or it could become an addition to your general budget.

ADDITIONAL IDEA:

Funds generated from this ministry program may allow you to purchase an additional display for another location such as a local hospital, nursing home, military center, or a prison.

TRACKING HELPS YOU EVALUATE YOUR PROGRAM

Evaluating the program allows you to

- observe booklet-use patterns and alerts you to specific ministry needs within your congregation or community. There is a spreadsheet available to help you do this. Simply e-mail your request to projectconnet@lhm.org or visit lhm.org/projectconnect to download the spreadsheet;
- share your stories with your congregation and with Lutheran Hour Ministries;
- evaluate the effectiveness of this ministry within your congregation;
- help Lutheran Hour Ministries evaluate the program's overall effectiveness;
- conduct an orderly transfer of information and responsibility when the ministry program changes leadership.