



Happy Anniversary!

Your church is due to celebrate a special milestone this year.

Make the most of it! Involve your community!

Here is a resource checklist from Word&Way, serving Midwest Baptists in print and electronically.

Establish a timeline.

Are you having an event? Have you set a date?

Do you need to: Find historical materials? Locate former members? Invite special guests and former ministers?

Request a proclamation? Advertise? Publish a history?

This process determines who is responsible for each task and when assignments need to be accomplished.

- Resource:** The [Missouri Baptist Historical Society](#) offers a kit (a \$30 value), free while supplies last. It contains helps for all stages of a church celebration.

Contact: william.jewell.edu

Gather your materials.

Consider the history your church has established. Newspaper articles, church minutes, pictures, programs and those that have been members are just some of the resources you may already have on hand — or need to gather.

Is it organized? What may be at your city hall, public library or in the hands of current and former members?

- Resource:** [Word&Way](#) can help you locate articles, ministry stories, and church news from our archives.
Contact: newsletter@wordandway.org or visit newspapers.com/paper/word-and-way/6042/ (through 1979).
- Resource:** The [Partee Collection at William Jewell College](#) has church and photos archives and association minutes.
Contact: legacy.jewell.edu/policy/archives-collection.
- Resource:** The [American Baptist Historical Society](#) for historical research, certificates and preservation resources.
Contact: (678) 547-6680, absoffice@abhsarchives.org or www.abhsarchives.org.

Publicize your event.

Who needs to know about this event? Are they local or scattered? Do you need a press release for local media? Utilize social media!

- Resource:** Use [Word&Way](#) display advertising to promote the event statewide. We can help design it! (See [display rates](#).) Our classifieds are \$1.25 per word, \$15 minimum. Bonus: It includes a free listing online and in e-newsletters for one month.
Contact: Ken Satterfield, (573) 635-5939 x3 or newsletter@wordandway.org.
- Resource:** Develop a list of local broadcast and print outlets and contact information for each. Keep it updated for other events!

Involve others.

Share the fun! Use your event as an outreach event. Consider a church anniversary banquet, concert and similar activities to which you can invite the public. Create an initiative which can also meet a community need.

Keep publicizing!

Once the event is over, use the opportunity to promote the church's milestone and thank those that were involved, members and non-members alike. Look for the "hook" that makes the story interesting and newsworthy, such as an event-related ministry outreach, charter members, a special reunion or a promotional contest in order to get your news published or broadcast.

- Resource:** [Word&Way](#) publicizes events and photos online, and in print as space permits.

Other useful resources:

- Southern Baptist Historical Library and Archives www.sbhla.org
- 8 Social Media Tips for Increasing Turnout at Your Church Event (*National Catholic Register*) www.tinyurl.com/8SocialMediaIdeas
- 10 Great Strategies for Church Anniversary Celebrations (Pastor Mentor) www.pastormentor.com/church-anniversary
- 10 Elements to Church Event Planning www.smartchurchmanagement.com/church-event-planning
- Church ideas - Ideas and Tips (PCA Historical Center) www.pcahistory.org/local/anniversary.html (archive)
- Communicating Your Church's Story (UMC Archives & History) www.gcah.org/resources/love-to-tell-the-story
- New Life From Old Stories: Anniversary Celebrations That Make a Difference congregationalibrary.org/churches/anniversaries (archive)

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