



PROJECT
Leader
RESOURCE

LAUNCH EVENT

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Recommended size: Entire congregation

Event objective: Use Project Launch Sunday to cast the vision for Operation Christmas Child to your church and start the collection season off strong.

Ideas:

• **Sharing the Story**

- Read the attached *Welcome* script and show a video. Choose a video from the promo DVD or samaritanspurse.ca/occ-videos.

• **Your Part of the Story**

- Share the shoebox goal for your church this year using the attached *Goal Reveal* script.

• **How to Participate**

- Give clear action steps for getting involved, such as “Stop by the table in the lobby” or “Pick up a How to Pack a Shoebox Brochure on your way out.”
- Read the attached *Wrap-Up* script.

Set up:

- Print the *Welcome*, *Goal Reveal*, and *Wrap-Up* scripts.
- Have video and audio technology available and ready to play videos.

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Decorations:

- Display preprinted shoeboxes in your lobby.
- Set up a table where people can receive more information and resources.
- Take out your Christmas decorations early, and set up an Operation Christmas Child-themed tree.
- Hang up a world map or country flags.

Optional Ideas:

- Ask your pastor to consider preaching a missions-related sermon.
- Ask your worship leader to plan music that centers around missions or God's love for the nations.

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Welcome Script:

When you turn on the news it is easy to get discouraged with all of the hard things that are happening in the world. But God is still good, and He is still at work! Take a look at this video to see how a simple shoebox gift is changing the lives of so many children.

Where there once was darkness, there is now Good News and Great Joy!

Goal Reveal:

Last year alone, Samaritan's Purse delivered more than 11 million Operation Christmas Child shoeboxes to children around the world. God used these simple gifts to change the lives of many boys and girls and their families. After the outreach events where children received their shoeboxes, 3.9 million went on to enroll in The Greatest Journey discipleship program. These children were disciplined by trained local teachers, and they are now enthusiastically sharing the Good News of Jesus Christ with others. Simple shoebox gifts, packed with love and prayer, are tools for evangelism and discipleship in over 100 countries. Local pastors across the globe are thankful for the opportunity these shoeboxes provide to multiply the impact of the Gospel in their communities.

We are so excited to share with you that after much prayer and in great faith, we set our church's shoebox goal at _____ shoebox gifts for this year.

We believe that God wants to use [*church name*] to send Operation Christmas Child boxes to children all over the world. We need you to join us as we pray, pack, and ship these gifts.

Wrap-Up Script:

You can see why we're so excited about Operation Christmas Child! Stop by the [*table/display*] in [*location*] to get more information on our goal, learn how to pack a shoebox with your family, and discover other ways to get involved. This is a great chance for us to grow in our faith and in our relationships as we work together, pray together, and pack together to reach our goal. I believe that as a church God wants us to be a small part of sharing His love with the neediest children around the world. So go pack a shoebox!