

PROJECT LEADER RESOURCE

PROJECT LAUNCH



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

Announcement Ideas:

• **Sharing the Story**

- Read the attached *Welcome* script and show a video. Choose from a selection at samaritans-purse.org.uk/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 foyer” 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 foyer.
- 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.

Consider these options for churches:

- Ask your pastor to consider preaching a missions-related sermon.
- Ask your worship leader to plan music that centres around missions or God's love for the nations.
- Ask your youth and children's ministry leaders to incorporate Operation Christmas Child into activities and lesson plans.

Consider these options for other groups:

- Work on a craft together to include in shoebox gifts. For ideas, visit our pages on Pinterest.
- [Host a special speaker](#) such as a shoebox recipient or an Operation Christmas Child volunteer.

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Welcome Script:

When you turn on the news, it is easy to get discouraged with all of the challenging 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!

Impact Script (Goal Reveal):

Last year alone, Samaritan's Purse delivered millions of 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, many went on to enroll in The Greatest Journey discipleship programme. These children were discipled 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 children to discover Jesus and share Him with their friends and families in over 100 countries. Local pastors across the globe are thankful for the opportunity these shoeboxes provide to spread 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 God wants us to be a small part of sharing His love with boys and girls in need and growing churches around the world. So, go pack a shoebox!