

# **Planning Guide For Spectacular Church Anniversaries**

Published by: Church Ministry Enhancers

Rev. Kenny Carter

1153 Cumberland Drive

Colonial Heights, VA 23834

804-526-0250

1-800-276-8810

Kenny@churchministryenhancers.com

[www.churchministryenhancers.com](http://www.churchministryenhancers.com)

2005 © Kennedy J. Carter

## Table of Contents

I.	Welcome .....	3
II.	Introduction.....	3
III.	How Church Ministry Enhancers Can Help .....	4
IV.	Getting Started – Preparation Check List .....	5
V.	Most Popular Items Used To Celebrate Church Anniversaries .....	5
VI.	How Items Are Used.....	6
1.	Church Ornaments .....	6
2.	Cook Books.....	6
3.	Anniversary Labels, Foil Seals .....	6
4.	Commemorative Dinner Plates .....	7
5.	Coffee Mugs .....	7
6.	Calendars.....	7
7.	Pens .....	7
8.	Shirts, Hats.....	8
9.	Bookmarks (Metal) .....	8
10.	Bookmarks (Custom Ribbon) .....	8
11.	Lapel Pens .....	8
12.	Specialty Advertising Items .....	9
VII.	Special Projects.....	9
1.	Choir Robes.....	9
2.	Handbells .....	9
3.	Mission Projects .....	10
4.	Church Improvements.....	10
VIII.	Fundraisers For Special Projects.....	10
IX.	The Open House Program For Churches .....	10
X.	Testimonials .....	11
XI.	Pictures and Pricing For “Most Popular Items Used” .....	13

## **I. Welcome**

Congratulations on your church's Anniversary this year! I hope you have a truly SPECTACULAR Church Anniversary Celebration!

Would you like a few additional ideas on how to make YOUR Church Anniversary Celebration even more special?

I have just finished writing a book titled *Planning Guide For Spectacular Church Anniversaries*. I am making this book available FREE of charge for a limited time to test the response. It contains many ideas used by churches in their Anniversary Celebrations. Many churches give out or sell items to members with church anniversary information on them. The Planning Guide discusses some of the most popular items and how they are used.

Church Ministry Enhancers carries the items discussed in the Planning Guide. We have researched many of the manufacturers of products and have found some of the lowest prices in the industry for top quality items.

Church Ministry Enhancers carries products to help enhance YOUR Church's Ministry. We are a resource to help with all of your Church Anniversary needs.

Again, we hope your church has a truly SPECTACULAR Church Anniversary Celebration!

Your Church Anniversary Resource,

Kenny Carter

## **II. Introduction**

**Happy Anniversary to your Church!!!**

**Why not have a Party and Celebrate?**

**Why not Celebrate all year?**

**This is a Special Year in the Life of Your Church!**

**Why not make it a Spectacular Celebration all Year Long?**

That is what the Planning Guide For Spectacular Church Anniversaries is all about!

Having been in ministry for 40 years (and counting), I have been a part of many churches celebrating anniversaries every 5 years. I have observed some churches which didn't even know they were having an anniversary. Still other churches have so many activities,

projects and items that create a feeling of thanks for their church, they observe a spectacular Church Anniversary Celebration all year long!

Anniversaries are a time of remembering the past, seeing where you are in the present, and looking ahead to the future. They create “warm fuzzies” and a reminder of how important your church family is to you.

Some churches give Church Anniversary gifts to their members all year. Some churches make these items available to their members at cost. Some churches make these items available for members to buy, mark up the prices, and use the profits to have a free catered lunch for the big Anniversary Sunday. Other churches use the profits to pay for big projects, mission trips, or church needs that will be remembered long after the Anniversary year has come and gone.

Church growth, introducing the church to your community, and getting new people into your church is also a priority for many churches during the Anniversary year.

Church Ministry Enhancers can help you in all of your Church Anniversary planning needs!

### **III. How Church Ministry Enhancers Can Help**

In addition to providing this FREE Planning Guide, we feel that churches are using “God’s money” and we want to help “God’s money” go as far as possible on all of your Church Anniversary needs – and still receive top quality products! We have researched numerous manufacturers and have found some of the lowest prices available. We are a one-stop resource for all of your Church Anniversary needs! Many churches appreciate working with a minister they can trust (references available upon request). We are a company that has Your Church’s best interest in mind! We have 40 years of local church ministry experience to draw from in giving opinions on what may work best for your church. We have a commitment to helping YOUR CHURCH ANNIVERSARY CELEBRATION be the best that it can be!

## **IV. Getting Started – Preparation Check List**

1. Select Church Anniversary Committee Chair-Person
2. Select Church Anniversary Committee
3. Pick Date for the Big Church Anniversary Celebration
4. Find names and addresses of all Former Members and Charter Members
5. Find names and addresses of all Former Pastors and Staff Members
6. Fix announcement for Church Anniversary Celebration
7. Send out announcements to:
  - a. All Former Members and Charter Members
  - b. All Former Pastors and Staff Members
  - c. State Denominational Newspaper
  - d. Association Newsletter
8. Plan various Activities, Events, Projects, and Programs throughout the year of Anniversary Celebration
9. Plan a luncheon to follow the big Anniversary Sunday Worship Service (catered or covered dish?, decorations, etc.)
10. Plan the big Anniversary Worship Service
11. Plan afternoon program to follow lunch – possibly with a PowerPoint presentation of church history, people having fun at church, music groups, and testimonies on what your church means to people
12. Plan Items for Church Members to receive as gifts or purchase as a part of the Church Anniversary Year Celebration

## **V. Most Popular Items Used To Celebrate Church Anniversaries**

- |                                |                                 |
|--------------------------------|---------------------------------|
| 1. Church Ornaments            | 7. Pens                         |
| 2. Cook Books                  | 8. Shirts, Hats                 |
| 3. Anniversary Labels          | 9. Book Marks (Metal)           |
| 4. Commemorative Dinner Plates | 10. Book Marks (Custom Ribbon)  |
| 5. Coffee Mugs                 | 11. Lapel Pins                  |
| 6. Calendars                   | 12. Specialty Advertising Items |

## **VI. How Items Are Used**

### **1. Church Ornaments**

Duplicate your church building in ornaments made of gold-plated brass, pewter, 3-D gold-plated brass, full color ceramic, porcelain, or metals.

Churches usually order ornaments and make them available to members in one of three different ways:

1. Ornaments are available November 1 of the year before the Anniversary Year, using the Christmas season to kick off the Anniversary Celebration. Then, they are also available for the big Anniversary Sunday, as well as the Christmas during the Anniversary Year.
2. Ornaments are available four weeks before the big Sunday Anniversary Celebration.
3. Ornaments are available November 1 of the Anniversary Year Celebration in time for Christmas.

Most churches sell the ornaments to their members at cost or mark them up and use the profits to help defray some of the other costs of the Anniversary Celebration. Some Churches budget for the cost of the ornaments and give them to each person at the big Church Anniversary Sunday Celebration.

**[Click here for Pictures and Pricing of Ornaments.](#)**

### **2. Cook Books**

Everyone in churches loves to eat! At covered dish dinners, people are always asking for the recipes of delicious foods! This is an exciting Anniversary Year project, getting everyone involved turning in his or her favorite recipes. Everyone loves to see their name in print beside their favorite recipes. Many people collect cookbooks. Cook books make great Christmas gifts! Many people in your church will want several to give away as gifts. They make excellent fundraisers, or they can be sold at cost.

**[Click here for Pictures and Pricing for Cook Books](#)**

### **3. Anniversary Labels, Foil Seals**

Anniversary labels or foil seals are put onto all church mailings and correspondence for the entire Church Anniversary Year. This keeps your Church Anniversary in front of everyone receiving mail from your church.

**[Click here for Pictures and Pricing of Anniversary Labels and Foil Seals](#)**

#### **4. Commemorative Dinner Plates**

Some churches use Commemorative Dinner Plates to celebrate their Church Anniversary, as well as other events, such as, new or retiring pastors, new churches, new additions or new sanctuaries. They are great as fundraisers because they have a much higher perceived value. You can easily double your money on this project. Churches usually put a picture of their church on the front with the church name and anniversary, and dates of the church. Many churches also put a 100 word church history on the back of the plate. The beauty of these plates will make a treasured keepsake for everyone in your church.

**[Click here for Pictures and Pricing of Plates](#)**

#### **5. Coffee Mugs**

Many churches get Coffee Mugs to give to all of their members, to make available at cost, or to sell above cost and use the profits to help offset other Church Anniversary expenses. On the mug usually appears a picture of the church, the name of the church, the anniversary number, and the dates of the church. These make real nice keepsakes and are a very usable reminder of the church's anniversary.

**[Click here for Pictures and Pricing of Mugs](#)**

#### **6. Calendars**

Churches often get Calendars to give to all of their members which includes the Church Anniversary announcement. Some churches sell them for cost, while other churches use them for fundraisers. Some calendars have beautiful scenes with scripture verses, some have Bible Readings or a memory verse for each day, and some have scenic churches. Some churches get a custom calendar with a picture of their own church. This is an excellent item to keep the church's anniversary dates in front of everyone's eyes all year long!

**[Click here for Pictures and Pricing of Calendars](#)**

#### **7. Pens**

Many churches get Pens to give out to all people attending the big Church Anniversary Sunday Celebration. They usually have the name of the church, number of the anniversary and the dates of the church. Usually the ushers give them out to each person leaving the sanctuary on their way to the Anniversary luncheon. Other churches have bowls of pens for people to pick up as they go through the food serving lines. Pens provide a nice, useful, inexpensive remembrance of the Church's Anniversary.

**[Click here for Pictures and Pricing of Pens](#)**

## **8. Shirts, Hats**

Churches often get shirts and hats for their Church Anniversary Year Celebration. Golf type shirts and T-Shirts are most popular – with the church’s name and anniversary year. Churches can get them in many different colors. People sign up and pay for their own shirts. They are encouraged to wear them as much as possible in their community to help advertise the church. They are a great conversation starter in check out lines when other people see your church name and ask you about your church. Churches say my supplier for shirts saves them \$2.00 - \$5.00 per shirt off of the normal prices paid for imprinted shirts – with fast service! You can get them screen printed or embroidered. Hats are also popular for Church Anniversary Year Celebrations.

**[Click here for Pictures and Pricing of Shirts and Hats](#)**

## **9. Bookmarks (Metal)**

Some churches get metal bookmarks and give them to all members as a Church Anniversary gift. This is often one of several different items given out during the year. They come in etched enamel or dagger bookmark styles. They also come in silver or gold anodized aluminum, solid brass or in cloisonné. Churches often get their church picture etched or screen printed on the bookmark and the anniversary number.

**[Click here for Pictures and Pricing of Bookmarks \(Metal\)](#)**

## **10. Bookmarks (Custom Ribbon)**

Some churches get custom ribbon bookmarks early in the Anniversary Year and list the dates and events which will be celebrated during the year as part of the Anniversary Year Celebration. Some churches get the custom ribbon bookmarks and list the Church’s significant dates and events since the church’s founding, i.e. the date the church was constituted, when buildings were completed, significant pastor’s dates, etc. Some churches get stock ribbon bookmarks on themes for Mother’s Day, Father’s Day, How to Use the Bible, The Mark of Success, Footprints in the Sand, etc. and have printed at the bottom the church name and anniversary year.

**[Click here for Pictures and Pricing of Bookmarks \(Custom Ribbon\)](#)**

## **11. Lapel Pins**

Some churches get Lapel Pins and give them to all members as a Church Anniversary gift. This is often one of several items given out during the year. The pins often contain the church’s logo or initials of the church and the number of the anniversary year. The pins help identify all members and are attractive to wear on suits or dress up clothes. Lapel pins come in antique metal, cloisielle, pewter, cloisonné, and screen-printed.

**[Click here for Pictures and Pricing of Lapel Pins](#)**

## **12. Specialty Advertising Items**

Many churches get tote bags, key tags in the shape of their church, or almost any item that can be thought of, to put their church's name and anniversary year on the items. Some churches give the items to their members or give the items to people in the community. Some churches sell the items for cost to their members, or use the items as fundraisers. Church Ministry Enhancers works with over 5000 manufacturers in the Specialty Advertising Industry. We can find the best prices for your needs! Just give us a call.

## **VII. Special Projects**

Often churches take on special projects during their Anniversary Year. When the Anniversary Year is over, in addition to all of the great memories, their church has improvements that will live on for many years to come. We recently worked with one church, which had just purchased new Choir Robes and Handbells for their Music Ministry. They did several fundraisers by selling ornaments and coffee mugs. Their goal was to have a catered lunch for 500 people on the big Church Anniversary Sunday so that no one would have to pay out of pocket for the meal. They met their goal AND used their extra money to get the entire church parking lot sealed. What projects or needs does your church have right now that the church can't afford to fund at budget time? Some popular projects are as follows:

### **1. Choir Robes**

Some churches have had their present choir robes for 10, 15, or 20 years. Maybe the robes are worn out, too hot to wear, the colors don't match the present sanctuary colors, or churches just want a change in the robes. Church Ministry Enhancers carries robes from the Murphy Cap and Gown Company. If you want the best selection in the industry and a large range in prices for top quality robes – then Murphy is for you! Choose from 83 styles. Each style comes in eleven (11) different types of fabric. Each fabric comes in 15 –33 colors. Robe prices range from \$83.90 - \$191.90. If you are interested in getting robes, contact Church Ministry Enhancers and we will send you a catalog and a fabric selection book which contains all of the fabrics and colors. You can see and feel the actual fabrics.

### **2. Handbells**

Some churches add Handbells to their Music Ministry during the Anniversary Year. Handbells played during worship services add much beauty to the worship experience! Handbells can enhance your Music Ministry and enlarge your participation as many more people (even those who "can't sing") can experience the joy of serving the Lord through ringing Handbells for His Glory! This is great for all ages! Usually churches start with a 2, 3, or 4 octave set – but they can be expanded up to 6 octaves. Church Ministry Enhancers carries Schulmerich Handbells

**Click here for Pricing of Handbells**

### **3. Mission Projects**

Many churches get involved in Missions Projects during their Anniversary Year. Mission projects could be helping poor and needy people in your own community or in a distant community. It could be helping make repairs on a church in an inner city area. It could be leading Backyard Bible Clubs in your own community, in resort areas, or wherever you want to reach people for Christ. It could be collecting money to send to missionaries or to help with projects where needs are great. There are many resources for finding needs where your church can plug in and make the world a better place – because you care!

### **4. Church Improvements**

Does your church need an elevator for older or handicapped people to use upper levels of your church? Need more handicapped restrooms? Need handicapped ramps at church? Need playground equipment? Need larger or better appliances in your church kitchen? Need a new sound system in the sanctuary? Need audio-visual equipment? Does the church need painting? A new roof? The Church Anniversary Year is a great time to take on church improvement projects!

## **VIII. Fundraisers For Special Projects**

Cookbooks are an example of one of many fundraiser projects. This can be done with any item. You can sell 500 cookbooks and make \$3,465.00 PROFIT on this one project. Start early in the year collecting recipes, have the cookbooks available four weeks before the big Anniversary Sunday, and promote them as being great Christmas gifts. Let people know how the profit will be used. They should sell out quickly.

**[Click here for Cookbooks as Fundraisers](#)**

## **IX. The Open House Program For Churches**

During your Church's Anniversary Year, why not get the community to come into your church and see all of the things your church has to offer? This program was developed when I served as a Minister of Church Growth. The church averaged 140 in Sunday Morning Worship. In one day, we had 585 Visitor-Prospects come into the church and register their attendance. In the 6 Sundays that followed, more people joined the church than had joined in any full year in the last 8 years. Our Sunday Morning Worship average attendance jumped to 185 and began a period of growth in the church.

The program involves a fun family day of activities including free pony rides, free hot dog lunch, free games to play and win a prize every time, etc. Every activity that takes place in the church has its own display. The program includes eleven (11) types of publicity to advertise the event; how to get lots of freebies; many church growth ideas; a fantastic follow-up program that really works; all of the administrative and organizational plans to make the event as easy as possible AND get great results. The program costs \$49.95 plus \$4.50 shipping and handling.

Your church will never be the same again after using The Open House Program For Churches! Wouldn't it be great to reach more people for Christ than ever before during your Church Anniversary Year? To God Be The Glory!

## **X. Testimonials**

*Kenny,*

*I just wanted to let you know that we received our Christmas ornament order on Friday, December 1, right on time. The ornaments are beautiful and the church history on the parchment paper was just perfect.*

*We have already begun to sell the ornaments, and everyone has been very impressed with their appearance and with the detail of the church that the ornaments show. In fact, the ornaments are selling quickly. Everyone wants them!*

*Thank you so much for all your help in getting this project done on time. You and your company have been great to work with at every turn. You have contacted us promptly and you have answered all our questions with patience. Our church will certainly use your business again when the opportunity arises, and we would recommend your work, without hesitation, to others.*

*Thanks so much again for everything! Have a blessed Christmas.*

*Sincerely,*

*Linda Johnson  
Springwood Baptist Church  
Buchanan, VA*

---

*Dear Rev. Carter*

*Just wanted to let your know I received the ornaments today. They are beautiful! I took them to church tonight and Rev. Campbell is very pleased with the way they turned out. We plan to set up a display for Sunday so our members can see them and hopefully we'll sell out real fast. Several members saw them tonight and love them. We've already received several orders.*

*I just wanted to thank you for your help in getting these done for us. We are very pleased and appreciate all your help and assistance. If these sell we want to go with the 3-D ornaments next.*

*Thanks again.*

*Sincerely,  
Charlotte Morris  
Calvary Baptist Church  
Lovingston, VA*

---

*Kenny,*

*Our ornaments were wonderful. Thanks Church Ministry Enhancers. The detail and design were well done. These ornaments will make a great keepsake for years to come. They sold quickly and our people loved them!*

*Darrell Hammons  
Immanuel Baptist Church  
Colonial Heights, VA*

## **XI. Pictures and Pricing For “Most Popular Items Used”**

For pictures and pricing of all of the items included in this guide, check out our Web site or contact:

Church Ministry Enhancers

Rev. Kenny Carter

1153 Cumberland Drive

Colonial Heights, VA 23834

804-526-0250

1-800-276-8810

Kenny@churchministryenhancers.com

[www.churchministryenhancers.com](http://www.churchministryenhancers.com)

PLEASE NOTE: In addition to the items on this Web site, we carry thousands of additional ornaments, pens, lapel pins, bookmarks, commemorative dinner plates, mugs, calendars, shirts, hats, tote bags, key chains, and other items available in the specialty advertising industry. Let us help you with your needs.