

St. Paul's United Church of Christ

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When it came time to move from our identity to what we would do a central concept turned out to be Laurene's suggestion on "staircasing" events – when planning one event have another to invite people to. This past spring one event was the traditional Easter Egg Hunt held on the Saturday prior to Palm Sunday. The next event was to hold St. Paul's first Easter Vigil Service on the Saturday evening before Easter. This replaced the Easter Sunrise service. In 2016 10n people came to the Sunrise service. This past Easter 40 attended the first Easter Vigil. The next event was a Friday evening in May for children to make a potted plant for their moms for Mother's Day. We had 12 to 14 kids attend – 8 came from our first announcement on Face Book.

After these events we contacted Pack Pals in the New Oxford Schools (similar to what some churches call Ruth's Harvest) and asked permission to do a fund raiser. We came up with a Pig Roast for Friday, August 25th. The church paid all the costs so that all the proceeds could be given to Pack Pals. Advertising was key to this event. We placed a few ads in the Merchandizer but our primary ad was a 4 X 6 card that I have enclosed. For several weeks we stressed using the card to invite family, friends, and co-workers. Handing people a card and issuing an invitation was the prelude for using a similar card (door-hanger) to invite people to the next event – a new worship service that will be launched October 1st. The Pig Roast was perfect: great weather, people volunteered to help and worked well together, 200 came to eat, and we raised \$2179.00 for Pack Pals. The front page story in the Gettysburg Times is enclosed.