

MAKE THE SOUPER BOWL EVEN MORE SUPER!

By Neil McKown

For those churches competing in the Souper Bowl of Caring sometimes getting your church excited about collecting cans or money period can be a challenge! For others you've done the same thing every year and lost some of your energy with regards to collecting.

Most churches view the Souper Bowl of Caring as a one day event—on the NFL's Super Bowl Sunday. Several years ago the church I served at changed our approach to collecting for the Souper Bowl of Caring by doing a few things...

1. WE EXTENDED THE COLLECTING PERIOD.

No where does it say that church and organizations have to collect only on the Sunday of the NFL's Super Bowl. So our church started collecting throughout the whole month of January!

2. THE MORE VISIBLE AND VISUAL THE BETTER.

We started by posting fliers in December—make them fun, use bright colors, but remember to have on it where you'll be donating your collection to, and when the start and end collecting dates are!

We made posters with graphs on them and each week coloring in additional sections when more money and canned goods were collecting. Served as yet another reminder of our food drive, and then it was a easy way to encourage folks to collect more!

If you are competing against other churches—and can get their collection totals weekly—we had a separate poster with their totals and ours so we saw where we stood against them!

Also, we talked to our local food bank and they gave us the total number of canned items a family was allowed to get monthly and had a visual that showed how many families we helped weekly. (*i.e.: for every 10 cans—we put a brightly colored paper square with a family image on it, so after collecting for a while there are a lot of families you've helped*).

The Sunday of the NFL's Super Bowl of Caring we actually brought all the collected items into the church sanctuary in front of, on, and around the chancel area! What an amazing visual it was for all the fun our church had during the month collecting and competing!

3. FRIENDLY COMPETITION NEVER HURT NOBODY!

Not only is there a competition with other churches, but you can create competition within your church. If you have Sunday school classes, a youth group, a choir, the Session, Children's Ministry, MOPs, etc. see which group can collect the most canned goods within the allotted time! Share as often as possible which class or group is in the lead.

(This leads into #4)

4. EVERYBODY LIKES PRIZES!

If you decide to have a friendly competition within your own church then I have found it is helpful to have some sort of prize!

I've found food always works! If you have a little bit of your budget to help it makes this super easy! One year for the winning group they received a catered breakfast/brunch during their Sunday school hour. Another group wanted an ice cream bar (yes this was the Youth Group). Regardless of the prize it created some great incentive for the groups to collect as much as they could!