



PCC Mission Trip Communications Guide

Revised: June 2018

PCC Mission Trip Communication

We believe global involvement in missions is a vital part of who we are as a local church. Global missions means joining with God in the incredible work He is doing in the world around us. Our desire to serve is born from the belief that God is so wonderful He should be worshipped by people from all over the world.

One of the things that makes our approach to global and local missions unique is that we want many people from PCC to go! Each year PCC organizes several international trips. Spending two to three weeks in a foreign country (or even in a nearby location that can feel foreign) expands your view of who God is, opens your eyes to see the world differently, and enlarges your heart to love more of those He loves.

We believe that communicating well *about* mission trips is an important part of being involved *in* these opportunities. You have the privilege as a trip participant of acting as an extension of PCC and telling stories to those back at home about what you experienced and saw God do in you and around you. Rather than simply focusing on information and facts we need to create compelling messages and images that invite others into the story. We want to equip team members with resources to effectively communicate about upcoming trips, and our Director of Communications, David Taylor, will be working with your team to help make that happen.

Here are some communication responsibilities you'll have as a team member:

Support Letters / Postcards

Your support raising materials consist of two parts - a team letter that is usually written by the team leader that will include the basic details of the trip and, an individual postcard featuring the team member sending the team letter. We recommend that each team member send these support letters / postcards out at least four months prior to departure.

The team letter will provide information regarding the specific details of the trip including travel dates, destination, projects / what the team will be doing (English camp, medical work, sports, etc.), who the team will be serving (kids, refugees, the homeless, students, etc.) and who the team will be working with.

The content for each team member's postcard should include the following:

- one high quality photo headshot of the team member
- contact email address
- short paragraph of why you're going on the trip / why you're excited about the opportunity / what you hope to accomplish
- 3-5 personal prayer requests
- a verse/passage of scripture that's on your heart for this trip

Financial Wording

- Official donation wording (provided below). This should be included in the body of the team letter or in a separate section at the bottom of the page.

FINANCIAL INFO: *Contributions should be made payable to Peninsula Community Chapel and need to be received no later than [date]. [This date varies by trip—ask your leader for the appropriate date to fill in the blank.] All contributions are tax deductible. Please do not use the memo line of the check. I have enclosed a reply envelope with the correct address for your convenience. In accordance with IRS regulations, your cancelled check is your receipt for any contribution less than \$250. Contributions of \$250 or more will be receipted by the church with a year-end statement for use in preparing your tax return. As required by the IRS, that statement will be postmarked by January 31, [following year]. In the event that the team receives more funds than needed for this trip, excess funds will be used for similar mission efforts at the direction of the PCC Missions Ministry Team and elders.*

- Online giving towards the trip (credit/debit cards, electronic checks) is also available and can be communicated in the letter as such:

Online Giving

Donations can be accepted online for this trip at bit.ly/pccgive. Scroll down to the heading ‘Short Term Missions Trips’ and look for ‘[trip name].’

- When requesting donations for the trip, you must make it clear that the money is given toward the *team*, not you as an individual. (That wording keeps it tax deductible and not a private benefit gift.) Use words like “*our team is raising \$___ and each team member is asked to raise \$___ toward the total cost of the trip.*” Request people to support the team, not you personally.
- Enclose a giving envelope (use the envelopes and labels provided by PCC and write your name in the lower left hand corner of each envelope)

PCC will provide you printed copies of the team letter, individual postcards and giving envelopes. (If you’d like to take a look at a few samples of support letters / postcards to help get you started, email David at the address below.)

Team members are responsible for mailing their own letters. Following the trip you’ll also send a follow-up letter or an email to the people to whom you sent your initial support letters and share how God used the trip as well as inviting them to the trip luncheon report at PCC. Trip reports usually happen within a couple of weeks of returning from your trip. Ask your team leader for the date of your trip’s report.

Questions? / Other Info

If you have any questions contact your team leader or David Taylor at dtaylor@pencomchap.com. Please allow at least 2-4 weeks for production of your team letters and postcards from the date you submit your information to David.



*4209 Big Bethel Road, Yorktown, VA 23693
757.867.8530 | www.pccyorktown.com | office@pencomchap.com*