



2019 Project Leader Timeline

Use this sample timeline, calendar template, and communication plan to coordinate Operation Christmas Child promotion and shoebox gift collection with your group or church. More details are available at samaritanspurse.org/occ-project-leader.

	Jan	Feb
Mar	Apr	May
Jun	Jul	Aug

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Earlier In The Year

- Pray continually for the project and for the boys and girls who will receive shoebox gifts.
- Cast vision and discuss a plan to reach your shoebox goal with your church or group leadership. Explore what interests and skills that group members have to help with elements of the plan. “Sharing the Vision” and “Project Launch Event” resources are available at samaritanspurse.org/occ-project-leader.
- Consider joining our [Project Leader Facebook](#) page for ideas and encouragement.

September: Finalize Your Plan

- Meet with key volunteers in your church or group to define and divvy responsibilities (signage, promotional table, announcements, dropping off shoebox gifts, etc.).
- Order [free materials](#) (brochures, inserts, posters, DVD, etc.) to promote shoebox packing and collection.
- Order any red and green [preprinted shoeboxes](#) you need in advance to allow for availability and shipping.
- Raise awareness by sharing Operation Christmas Child social media stories, using #OperationChristmasChild.

October: Get The Word Out

- Promote shoebox packing during worship services or group events by showing an [Operation Christmas Child video](#) and distributing “How to Pack a Shoebox” brochures (free material for order above).
- Feature the project in bulletins and newsletters, promoting [Follow Your Box](#) and [drop-off locations](#).
- Set up a promotional table using our [online resources](#).
- Register to serve at a [processing center](#) as individuals or a group.

November: Collect & Celebrate

- Remind people about [Follow Your Box](#) (online project donation activates tracking; label must be attached to shoebox).
- Collect shoebox gifts! Resources are available to help host a [celebration event](#). Share photos with us via social media.
- Drop off shoeboxes during **National Collection Week, November 18-25**. Make sure to turn in a completed [drop-off log](#).
- Remind those who used Follow Your Box to check our [look-up tool](#) for shipping dates and country destinations.



September: Finalize Your Plan

To Do

- Meet with key volunteers to discuss this year's plan.
- Order free materials and any red and green preprinted shoeboxes you need from samaritanspurse.org/occ-resources.
- Share social media stories, using #OperationChristmasChild.

[Instagram](#)

@operationchristmaschild

[Facebook](#)

@Operation Christmas Child

S	M	T	W	T	F	S
25	26	27	28	29	30	31
1	2 Labor Day	3	4	5	6	7
8	9 National Collection Week is 10 weeks away!	10	11	12	13	14
15	16	17	18	19	20 Need ideas for what to pack? Check out our gift suggestions .	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

For more resources, visit samaritanspurse.org/occ-project-leader



October: Get The Word Out

To Do

- Consider launching the project the first week of October to give shoebox packers plenty of time to prepare their gifts.
- Download [Operation Christmas Child videos](#).
- Make regular announcements about when your group needs to drop off their shoebox gifts.
- Identify your [drop-off location](#). Determine who will transport the gifts and [drop-off log](#).
- [Register](#) to serve at a processing center as individuals or a group. Registration begins this month.

S	M	T	W	T	F	S
22	23	24	25	26	27	28
29	30	1 Volunteer at a processing center! Registration opens in early October.	2	3	4	5
6	7 National Collection Week is six weeks away!	8	9	10	11	12
13	14	15	16 Encourage shoebox packers to Follow Your Box.	17	18	19
20	21	22	23	24	25 Read the latest stories and social media posts.	26
27	28	29	30	31	1	2

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November: Collect & Celebrate

To Do

National Collection Week: Nov. 18-25

- Remind people about [Follow Your Box](#).
- Collect shoebox gifts at a celebration event!
- Drop-off your gift-filled shoeboxes during National Collection Week.
- Share photos with us via social media.

#operationchristmaschild
#ipackedashoebox
- Let your group know that they can [Build a Shoebox Online](#) year-round.

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4 Two weeks until National Collection Week!	5	6	7	8	9
10	11	12 Encourage shoebox packers to Follow Your Box.	13	14	15	16
17	18 National Collection Week begins & drop off locations open!	19	20	21	22	23
24	25 Last day to drop off shoeboxes	26	27 If your group is volunteering, update your processing center group size in your reservation.	28 Thanksgiving	29 Learn what happens after the shoebox gift .	30
1	2	3	4	5	6	7

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Speaking Points

Sample Two-Minute Announcement

Pray before, during, and after your announcement that people will hear what God wants them to hear.

- Briefly share about Operation Christmas Child in a way that is appropriate to the audience. Focus on WHY they should pack a shoebox and have a table in the lobby or other location where people can stop by to discuss the HOW.
- Choose a [spiritual impact story](#) that means the most to you, so you can tell it without reading the story.
- Wrap up clearly by requesting an action. For example: *I encourage you to pack a shoebox. If you packed last year, can you pack more this year? Come be part of the world's largest child evangelism effort!*
- Remember to smile—it relaxes you and everyone else in the audience!

SAMPLE: I'd like to share with you about Operation Christmas Child. This is a fun project that anyone can get involved in. Operation Christmas Child brings good news and great joy to children all over the world through simple gifts. People like you and me pack shoeboxes with a "wow" toy (such as a doll, stuffed animal, or soccer ball with pump), as well as with school supplies, hygiene items, and other gifts, sending them off with prayer for a child in need. For example:

Mylin lives in a remote village in the Philippines. She had never heard about God until she received an Operation Christmas Child shoebox gift. She prayed to accept Christ during a follow-up Bible study called The Greatest Journey. Mylin's mom and several other parents, including the village chief, also received Jesus. These believers are the core of a new church in the village.

In the European country of Macedonia, a 14-year-old boy named Esat had heard about Jesus but did not believe in Him as God. "My heart was empty," he said. When friends invited him to an Operation Christmas Child event at church, he heard the truth about Jesus. "Peace entered my heart when I heard that Jesus Christ paid the penalty for my sins," he said. Today, Esat is part of a team that hands out shoebox gifts to other children in his country. "I want to teach the children to believe in Jesus as the only God."

Operation Christmas Child has delivered gift-filled shoeboxes to over 168 million children affected by war, poverty, natural disasters, and other crises in more than 160 countries and territories. Those are some big numbers, but each gift goes to a child—and every child matters. If you want to send gift-filled shoeboxes this year, please visit me at our information table.

Sample Five-Minute Announcement

- Use a similar approach to the two-minute version above, but add a video from the Resource DVD or [online](#) that is within the time allotted and applicable for your audience.
- If time allows, the following could be included as well:

Each box needs to be sent with a \$9 donation to cover the cost of transportation in the U.S. and all the way to another country, as well as for The Greatest Gift Gospel booklet that accompanies shoeboxes. You can even Follow Your Box online and find out where it went.

For more resources, visit samaritanspurse.org/occ-project-leader



2019 Communication Plan

As you lead shoebox gift collection efforts for your group as a Project Leader, here is a worksheet to help you organize key tasks and enlist volunteers who can help you in these areas. Are there members of your group who love to participate in the project? Is there an extrovert among you who is accustomed to public speaking? Who prefers to strike up conversations one-on-one? Members of your group who can contribute in these areas might be the perfect fit to help you at information tables, events, and behind-the-scenes.

	When	Where	Who Can Help
Visual Communication			
Placing promotional posters/signage			
Setting up a display (lobby, common area, stage)			
Other			
Written Communication			
Writing/placing announcements (bulletins, newsletters, emails)			
Monitoring/posting social media stories and announcements			
Other			



2019 Communication Plan

When

Where

Who Can Help

Verbal Communication

Tending a booth/information station

Making announcements

Sharing about the project at an event or group meeting

Other

Support Tasks

Assisting with audio-visual needs

Dropping off shoeboxes

Other