

# How YOU Can Raise a Mile of Pennies!

**A mile of pennies, laid edge to edge, is worth \$844.40, and would reach a mile toward helping the 2000 children served each year by Baptist Children's Homes of North Carolina. Here's how YOUR Sunday School class or missions group can lead your church to raise a Mile of Pennies!**

- (1) Share the "Mile of Pennies" idea with your pastor and get his support. The best promotion for a church project comes from the pulpit.
- (2) Present the idea to your church council. Make sure the project is endorsed by the church and is placed on your church calendar. It's a great Thanksgiving Offering project. You might kick-off the "Mile of Pennies" campaign as soon as you begin your Thanksgiving Offering promotion.
- (3) Your campaign needs to run at least one month. It needs to be long enough to raise 84,440 pennies but not so long that people lose interest.
- (4) Enclosed in your packet is a "Mile of Pennies" label to turn soda cans into banks. Cut the labels to fit the soda cans, jars, buckets, etc. your children will use to collect their pennies. One 12 oz. soda can holds about 550 pennies. Encourage adults to drop in any size coin or folded bills.
- (5) Reward success. Award prizes to individuals, classes, etc. who collect the most pennies. Call the Communications Office at (800) 476-3669 and get a personalized certificate for your group. Make it fun. Have a "Pennies Party" in the fellowship hall to launch the drive or to count pennies afterwards. Play games, provide refreshments, and apply the labels to your cans, jars, etc.
- (6) Consult with your church's bank at the outset of the campaign. Explain what you're doing and ask the most convenient method, from their perspective, for delivering your pennies. They might require 50-lb. bags. Or they may require rolled pennies. Talk to your banker before you start.
- (7) "A Mile of Pennies" has tremendous publicity value for your church. Call your local newspaper and TV stations and encourage them to do a feature on the campaign. One church cancelled Wednesday night activities and the entire congregation met in the fellowship hall and rolled pennies. Newspapers and TV stations love to cover something like this.
- (8) Have a victory "Pennies Commissioning Service" during your Sunday morning worship service. Let the children bring their pennies to the front in buckets, red wagons, etc. Ask the pastor to lead the congregation in a special prayer for BCH and the children whose lives will be touched by these pennies. It's possible a BCH representative could attend a church service where your "penny raisers" are honored. Call ahead!
- (9) Make sure you inform the media when you deliver your pennies to the bank. And, send a picture and short article to The Biblical Recorder and Charity & Children or, if the campaign is being sponsored by a missions organization, the appropriate state missions publication.
- (10) BCH deeply appreciates your efforts in the "Mile of Pennies" campaign. But, please, don't send us 84,440 pennies. With churches across the state participating, you can imagine the impact this would have on our business office. Please do send us a check for the amount raised through your campaign. Mail the check to: Baptist Children's Homes of North Carolina, Inc., P.O. Box 338, Thomasville, N.C. 27361-0338. Thank you!

