

Movin' & Groovin'

*Spread the Word: Promotional
Materials*





Table of Contents

Introduction ----- *page 3*

Talking Points to Use for Promoting the Challenge ----- *page 4*

Email to Use for Recruiting Participants ----- *page 5*

Promotional Flyer ----- *page 6*

Kick-Off Challenge Bulletin Announcement ----- *page 7*



I. Introduction

This portion of the toolkit should be used to advertise and promote the Movin' & Groovin' Challenge. There are several resources to help you including talking points, flyers and bulletin inserts as well as a sample email message.

As the Challenge progresses, periodically you will receive more promotional materials to help you keep participants informed about the Church Challenge Events and other important details.



I. Talking Points You Can Use To Recruit Participants

Use the following Talking Points when you are advertising the Movin' & Groovin' Challenge, talking to potential participants, making announcements or even talking to your Pastor.

1. The purpose of the Movin' & Groovin' Health Challenge is to improve heart health by energizing, inspiring and renewing the GoodNEWS churches to continue living healthy and loving lives.
2. Challenge lasts 3 months, from April 9th- June 25th, 2011.
3. There will be a Kick-Off Event: Saturday April 9th @ Carpenter's Point Senior Living Center, 9:00 am.
4. The Challenge focuses on physical activity and food intake because these 2 things have the biggest influence on all risk factors for heart disease: blood pressure, cholesterol levels, diabetes indicators (A1C), obesity and more.
5. Individuals will earn points by turning in a weekly activity log. Points are earned by doing activities that keep your heart healthy including:
 - Being physically active
 - Tracking food intake
 - Participating in regular health ministry events
 - And more!
6. Churches are competing against other churches to win as well! Churches earn points for:
 - Participation in Church Challenge Events- April 9th, May 21st, June 25th
 - Regular Health Ministry Activities
 - Percent participation of church members in each activity
7. Gift cards will be awarded to individual winners in each age category, worth \$50 and cash prizes up to \$1,000 to the health ministry of the top 3 churches that win!
8. Participating in this challenge will give church members a jump start for better health outcomes in the Measurement Event in October.



II. Email Message You Can Use to Advertise Challenge

Use this message as a template for an email that you may send to current Wellness Club Members or potential participants in the Challenge. Feel free to change the language as needed to suit your audience.

Wellness Club Members!!!

It's almost been 3 years since we started participating in measurement events with the GoodNEWS Program. We've seen so much happen in our Health Ministry during that time, like (give examples of weight loss, or more health-focused sermons, etc.).

Our final measurement is coming up this October, and to jumpstart our church we are having another health challenge...the Movin' & Groovin' Challenge!!! This challenge will energize, inspire and renew your spirit to live healthy loving lives and will help us improve our heart health!

For the next 3 months we will compete with the other GoodNEWS churches to earn points for physical activity, healthy food intake and regular health ministry activities. The church that wins gets \$1000 for their health ministry! Second place gets \$750 and third place gets \$500 all to improve the health of their church. And that's not all; there will be 6 individual winners too in different age groups. They will receive a prize worth \$50.

Mark your calendars for the Kick-Off Event, Saturday, April 9th at Carpenter's Point Senior Living Center at 9:00 am. Be ready to compete in church challenges and earn points for our Team. Then each week you'll contribute to your own score by turning in an Activity Log that monitors your physical activity, food intake and more to your Captain (Lay Health Promoter). Other events include a Zumba-thon May 21st, and a 5K Walk June 25th!

Let's get excited about seeing the fruits of our labor in every dimension of health! When we take care of our bodies, we are better able to serve the Lord! He is good and he does good! Are you ready to get movin' & groovin' for Him?

Join me in the Movin' & Groovin' Challenge!

Let's see the Lord move!

[Team Captain (Lay Health Promoter) name]



III. Promotional Flyer

Use this flyer to start promoting the Movin' & Groovin' Challenge at your church. If you need copies made for your church, contact your Coach.

Movin' & Groovin' Health Challenge

The Movin' & Groovin' Health Challenge will energize, inspire and renew your church members to live a godly, loving and healthful life every day!

Daily physical activity and a **healthful diet** are the 2 most important lifestyle contributors to keeping your heart, lungs and blood healthy. Earn points for exercising and tracking your food intake. It's time to get movin' and groovin'!

Join us in the Challenge.
Starts Saturday April 9th 2011
 More details to come...

This Challenge is a program of your Church Health Ministry and the GoodNEWS Program.

GoodNEWS
 live life lovingly and healthfully

The GoodNEWS program is a collaboration between 27 churches in the Dallas Southern Sector (the GoodNEWS Community of Churches) and UNT Health Science Center. Funded by the National Institutes of Health Heart, Lung and Blood Institute (RO1 HL0087768).



Movin' & Groovin'

IV. Kick-Off Bulletin Announcement

Use this bulletin announcement to advertise the Kick-Off of the Challenge in your church bulletin. Let your Coach know if you need copies.

**Movin' & Groovin'
Health Challenge**



Kick-Off Event
Saturday, April 9th, 2011

Carpenter's Point Senior
Living Center
4645 Dolphin Rd., Dallas, TX 75223
9:00 am—Noon

Come ready to compete against other
churches to earn points for your
Health Ministry!

See your Lay Health Promoter for more info.

This Challenge is a program of your Church Health Ministry and the GoodNEWS Program.

