



Placing FCA Endurance Materials in Event Bags

Placing FCA Endurance ministry materials within race bags can be a great opportunity to increase awareness of our ministry, our mission, our Lord, and our programs. As such, we've created this document as a resource to help guide you as you explore and pursue such opportunities.

As you consider race bag opportunities, please note that while FCA Endurance does get involved with a few larger races from a national perspective, most event work is done by our committed volunteers in the field. As such, getting info into bags at local, regional, and many national events largely depends on you, your Huddle, and/or other contacts (church partnerships, etc.) in your area.

1. As with all ministry, start with prayer:
 - a. For opportunity and effectiveness (Eph. 5:16)
 - b. For wisdom, for knowledge and insight to know what is best (Phil 1:9-11)
 - c. That God would be glorified in all we do (1 Cor 10:31)
 - d. That our "light" would draw others to Christ (Matt 5:16)
 - e. That God would draw the non-believers to Himself (John 6:44)
2. Gather information from the Race Director (RD) and/or Race Organizer (RO):
 - a. If there are packets
 - b. Whether others have access to the packets
 1. Sometimes no
 2. Sometimes only race sponsors
 - c. If yes, how do others gain access?
 1. Sometimes it's free, often there is a cost
 2. Can Christian or "religious" info be included?
 - d. If there is a cost to be included in the bags (in addition to printing/shipping)
 1. How much? Is there a non-profit rate?
 2. Ask them about a trade... volunteers for access
 - a. (assuming you've got some willing volunteers)
 - b. Most RO's need volunteers so they're happy to trade
 - e. Logistics:
 1. When and where they need the materials to be stuffed
 2. When you need to commit by (sometimes there are limited spots available).
3. Commit to the RD/RO if you feel inclusion is possible/likely and need to hold a spot
4. Raise needed funds
 - a. For items to be stuffed (bought, printing, etc.) and shipping
 - b. For bag access
5. Determine purpose
 1. General ministry info (national and/or local)
 2. Market an event (pre-race prayer, pasta feed, etc.)
 3. Tract (WDYR resource, SUTL Triathlon Tract)

6. Design flier or acquire item
 - a. We are happy to help with this and have some templates available
 - b. Determine availability (will affect cost)
 1. 1 vs 2 sided
 2. Black and white vs. colors (ink)
 3. Color of paper
 - B & W on color paper (Team yellow) is economical and works well
 - c. Could also purchase national resources (look good and fairly inexpensive)
 1. <http://fcaendurance.com/resourcesprint>
 2. It could have local contact info (highly recommended)
 - a. Attach a mailing label to national materials, etc.
 - e. Have it reviewed by others (leaders, marketing experience, etc.) –Prov 15:22
7. Deliver/Send item
 - a. Hand deliver
 - b. Send “return receipt requested” so someone must sign for them
 1. Be sure they got them in time.
 - c. Plan ahead! Send them early (but not too early) if possible
8. Prepare to respond to generated interest
 - a. If you ask a question (i.e. Why Do You Race?), be prepared to answer it. 1 Pet 3:15
 - b. Be sure other volunteers and Teammates are prepared for the opportunity
9. Thanks RD/RO for the opportunity
 - a. On site
 - b. Send a formal thank you after the event



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