

Creative Ideas for Presenting Your Benevolence Ministries

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Each ministry must make a connection to people who wish to participate through giving, time, donations of goods or services, and prayer. With the mind that your ministry is not only an opportunity to help those in need but also an opportunity for those serving, it is important to present your ministry in a positive light to as many people as possible.

Whether your ministry is well funded or self-funded, you need to allocate some resources to presentation. The following are the most effective methods of presentation.

I. Web

- A. Handshake with the world
- B. Inexpensive
- C. Accessible
- D. How to
 - 1. Get kids involved
 - 2. Register address
 - 3. Photoshop or other software to create
 - 4. Simple, with color
 - 5. Method of donation

II. Video

- A. Formats
- B. Basics
 - 1. Gear (camera, light, microphone, tripod)
 - 2. Shooting
 - a. Frame
 - b. Field
 - c. Focus
 - d. Follow

3. Editing
 - a. Writing
 - b. Narration
 - c. Length
 - d. Attention to detail

III. Print

- A. Purpose
 1. Guide to website
 2. Summary
- B. Uniform look

IV. Other Methods