Planning & Leading YOUR Mission Convention

What I want to see...

- Pastors, presidents, delegates really turned on with the possibility of missions
- Lay people excited and motivated about getting involved with missions - hands working, wallets open
- Young people challenged to seize and share the Cross with all nations
17 Moore Rules

to make your Convention a
“Have-to-be-there” Event

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17 Moore Convention Rules

1. Rule of Knee
2. Rule of Value
3. Rule of Box Not
4. Rule of Full Throttle
5. Rule of Organization
6. Rule of "Est"
7. Rule of Theme
8. Rule of Surprise
9. Rule of Communication
10. Rule of Gutenberg
11. Rule of Youngers
12. Rule of Promotion
13. Rule of Multiplication
14. Rule of Award
15. Rule of Flop
16. Rule of Technology
17. Rule of Post
#1 - Rule of Knee

If we are going to really connect missions and all our people – it will take continuous, heartfelt, knee-time prayer

**Less e-mail and more knee mail**

- Prayer partners between district NMI Council and local NMI Presidents
- Challenge district council, presidents, pastors to engage in prayer and fasting on same day six weeks before convention

#2 - Rule of Value

**What do your customers consider value?**

- Look at your convention from the view of a delegate or visitor
- Survey your convention delegates annually
- Get input from your youth leadership
#3 - Rule of Box-Not

Challenge yourself/leadership to look, plan, & think beyond the typical “Convention Box” – **Think different**

Work hard to stay out of the convention rut

**CAUTION:** Don’t rush to throw out traditions that connect & wok

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#4 - Rule of Full Throttle

Go “All Out” for each convention

Everywhere you go, everything you do & read – look for new ideas for your convention (Olympics, plays, toy store, hardware store, Disney, Holiday places, BIBLE)

Create “Idea File” on paper or computer

Take 3x5 cards/note pads everywhere
#5 - Rule of Organization

- Consider using a “minute-by-minute” detail of entire convention (but don’t become a slave to timing)
- Provide written instructions for all involved
- Maintain a running “To Do” list
- Strike a balance between humor and serious business
- Seeking forgiveness is often easier than seeking permission

Keep computer/filing system organized
#6 - Rule of “EST”

“EST” inspires the interest of people in your convention. All want to be part of “EST”

- Largest Mission Choir
- Biggest Youth Mission Project
- MoEST money contributed for a project
- FirEST to have a missionary provide live streaming video
- Be an OpportunEST regarding events

#7 - Rule of Theme

A thoughtful, challenging theme (and slogan) brings cohesion, focus and attractiveness to your convention

- Biblical
- Visual - with action word
- Consider a give-away/artifact
- Everything WELL rehearsed
#7 - Rule of Theme

Consider the décor/ambiance

- Communicates to audience how engaging convention will be
- Consider outdoor decorations/banner
- Work to have a huge centrally focused décor when audience enters room
- Consider tasteful uniforms or costumes
#7 - Rule of Theme

Joshua 3:6

Joshua told the people, "Gird up your loins, take your armor on, and go on to the land and to the city which Joshua shall give you. I will not fail you nor forsake you." Joshua 3:6

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#7 - Rule of Theme

The Field Are Ripe for Harvest

Sharing the Bread of Life

Race to Win the World

His Power is Greater - GO!
#8 - Rule of Surprise

Closely related to the “Theme Rule” is the need for SURPRISE elements throughout the Convention

- Work to get people to say, “I’ve GOT to be at Convention to see what happens next”
- You DO want pleasant, reinforcing surprises
- You DON’T want “Oh No” tacky surprises

#9 - Rule of Communication

HOW we communicate with attendees sets tone and determines attitudes toward future conventions

- Delegate packet - welcome letter, brief bio of council candidates, giving charts, evaluation
- Personal/attractive name badge
- Token appreciation gift for pastors/presidents
- GOAL: YOU are special – thanks for being here
#10 - Rule of Gutenberg

- Have your program printed commercially
- Use creative graphics and layout
- Use program to inform and promote missions
- Use program for recognition

#11 - Rule of Youngers

- Conduct an intertwining simul-convention event for children
  - Involve missionary speaker
  - Have children give presentation to conclude convention
#11 - Rule of Youngers

- Get youth involved
- What about simultaneous NMI-NYI Conventions
- What about a youth mission project during Convention

#12 - Rule of Promotion

- Extremely important to promote conventions to invite, entice, excite people
- Begins months in advance
- Reach church leadership but go beyond to congregations
- Every publication/writing – “hype” convention – use words that creatively describe incredible convention
- Use creative ways to promote (website, e-mails, give-aways)
#13 - Rule of Multiplication

For every person involved in presenting the convention – there will be 3-10 who will be influenced to come see that person

- Children - Bell choir, musical, costumes
- Teens: choir, flags, drama, project
- Adult musical groups

#14 - Rule of Awards

Give credit and recognition for accomplishments. Make it special. Many dividends received.

- Take the time to recognize
- Provides subtle “nudging” to others
- Ideas: Frame certificates, token gift, take photo, publish photo
#15 - Rule of Flop

Sometimes we will have to deal with failure, bad ideas - FLOPS

Don’t waste a flop

Learn how to go from Flop to Top (Surveys, focus groups, spouse/family)

Go back to Rule #1 - Knee Time (Prayer)

We are going to either: Risk or Rust, Venture or Vegetate (Chuck Swindoll)

#16 - Rule of Technology

By all means use technology (if possible) - but don’t let it rule. Keep it simple

Big & bright is better

Get youth involved

Keep video presentations brief

KEEP the human element - don’t over use technology

Have a plan ready when technology doesn’t work
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#17 - Rule of POST convention

- Get new council identified/organized
- Take time to relax/unwind – get away
- Spend time with family/spouse
- Send “Thank You” notes to all involved
- Write your own evaluation

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For your mission convention
Keep the Faith - Keep the Rules