

# Planning & Leading YOUR Mission Convention

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

## #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 & work

## #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

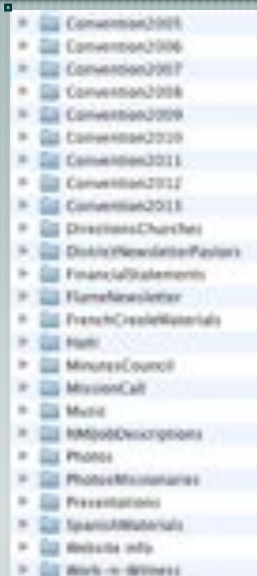
- Take 3x5 cards/note pads everywhere

## #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

## #5 - Rule of Organization

- 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

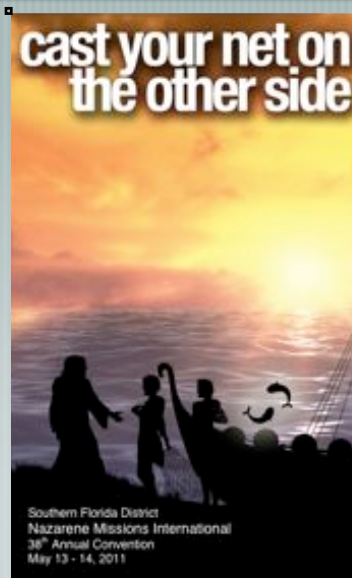
- Biblical
- Visual - with ***action*** word
- Consider a give-away/artifact
- Everything WELL rehearsed

## #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

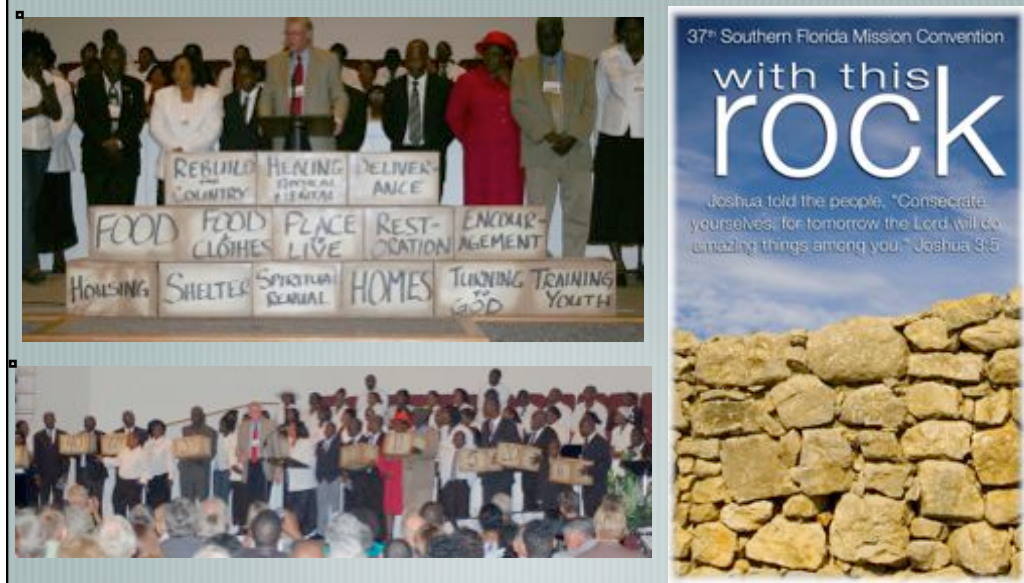
## #7 - Rule of Theme







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## #7 - Rule of Theme



## #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

## #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**