



Ideas to Promote #WMIRaceandMission Conference

SOCIAL MEDIA

- Post the registration link and keynote speaker photo on your church's Facebook page (your personal Facebook, Twitter, Instagram, etc.) and let people know that you're gathering a virtual watch party to participate in #WMIRaceandMission.
- Encourage people to use the hashtag #WMIRaceandMission whenever they share on social media.
- Create a promo video of yourself describing why you decided to participate, sponsor or host a watch party. Share why this series is important to you! For an example, check out [this video from a local pastor](#).



CHURCH LEADERS AND GROUPS

- Think of the various 'sub-groups' in your church (women's groups, high school groups, Sunday school classes, deacons, session/council, youth leaders, etc.) Invite a leader in each sub-group to organize their own watch party for their group. Then meet with them after each session to hear about their experience.
- Mention #WMIRaceandMission in your sermon, as one way for people to begin or continue the work for racial justice.
- Advertise in your newsletter using the following sample: Looking for tools to engage in a deeper conversation with others on how racial injustice and racism at home impact God's mission in the world? Join me for a free online conversation on "Race and God's mission" organized by the World Mission Initiative and Continuing Education at Pittsburgh Theological Seminary. This is a four-part series live streaming on Wednesday evenings October 7, 14, 21, and 28 at 7:30 p.m. (ET) with nationally-recognized speakers leading the conversation. You can register or learn more by visiting the website www.pts.edu/wmi-conference.
- Send out a church-wide email describing the #WMIRaceandMission conference and inviting church members to organize their friends into a virtual watch party.



HOPE YOU CAN JOIN US!

#WMIRaceandMission is this year's W. Don McClure Lectures in World Mission and Evangelism and World Mission Initiative Conference, hosted by the World Mission Initiative and Continuing Education at Pittsburgh Theological Seminary. Learn more at pts.edu/wmi-conference

