



**NEWCHURCHES**

MULTIPLY THE MISSION.

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# OPERATION EPISTLE

**Junk mail, junk email, and telemarketers. There's a lot of noise all around us.**

When it comes to getting the word out about your church, what is the most effective way to cut through all of that noise? Sure there are time-saving methods to do direct mail campaigns, like farming it out to one of the many suppliers, but is that really the most effective way to get people to read and open your mailers?

Operation Epistle is a direct mail marketing campaign that will increase the percentage of people opening your mailers, since it won't look like a mass produced mailer. It will look like a personal hand addressed letter to the recipient. Here's how it works.

1. Ask 10 churches, whom you are partnering with, for 50 people each to help you with Operation Epistle. These could be sister churches in your denomination or network.
2. Either purchase a targeted direct mailing list for your neighborhood from suppliers like [directmail.com](http://directmail.com) and split it up into 500 lists with 100 unique addresses on each list. Or, do this manually with a directory like the White Pages.
3. Design the letter that you would like to go into each of the envelopes, and save it as a PDF.
4. Ask each person to purchase 100 envelopes and 100 stamps.
5. Give each person a copy of the PDF letter so that they can print it out or photocopy it, and then give them one of the lists that has 100 unique address on it.
6. Ask each person to hand address each envelope to the names and addresses on their list, stuff the letter, and put a stamp on it.
7. Have the partnering church gather all the letters and then send them to you.

8. Once you have all 50,000 letters, mail them out from your local post office so that your postmark says where you're mailing it from.

In conclusion, don't look at Operation Epistle as a cheap way to do marketing, since you're using volunteers. Rather, view it as an opportunity to help others learn about your church, get involved with church planting, and to receive prayer support.

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