Build a Shoebox Online

GOAL PAGE TIPS

Ideas and Resources to Help You Create and Promote a Dynamic Shoebox Goal Page

The following list of suggestions and tools is designed to help jump-start your own creativity as you look to create a goal page and get the word out to your community about building shoeboxes online. As you see what others have done, let it inspire the creation of a page uniquely tailored to your church, group, or event.

TITLE YOUR GOAL PAGE

Clearly identify your church or group name. This helps co-brand your goal page so that your audience knows they are at the right place.

Examples:

- First Baptist Church Operation Christmas Child
- Springfield Youth Group 100 Shoebox Challenge
- 50 for 50! Jennifer's Birthday Challenge
- Let's Create 100 Gospel Opportunities at Bethel Fellowship

DECIDE ON A TIMELINE

In how many days do you hope to complete your goal? Think about how you can create urgency around your campaign. If it is more than 30 days long, it could be challenging to keep your audience engaged. But it's also important to make it long enough to allow for proper promotion and follow-up. If you're creating a goal page for your church, consider what other activities could be promoted in your timeline. Are there other events that could tie in to your goal page campaign?

WRITE A DESCRIPTION

Briefly tell your group why your goal is important. Examples:

- In these uncertain times, it's now more important than ever for children around the world to know that God loves them and has not forgotten them! Together let's build 25 Operation Christmas Child shoebox gifts online for boys and girls who need to hear the Good News of Jesus Christ. With just a few clicks, you can select items to pack and then personalize your shoebox with a note and photo. Samaritan's Purse will do the rest.
- Join Faith Community Church in blessing 500 children with the hope of Jesus Christ this year! We encourage you to pack a traditional shoebox gift just like we have in years past and bring it to church on Nov. 15. You can also build a shoebox online right here to help us reach our goal. Or do both!
- Join us in reaching 100 children this year with the Gospel of Jesus Christ! We can participate in evangelism and discipleship by packing a shoebox gift online for Operation Christmas Child. For a donation of just $30, you can select the items you wish to pack online and Samaritan's Purse will pack it and send it for you in Jesus' Name. Be sure to share this opportunity with others, and let's see what God will do!
- This year is a milestone birthday for me, and I can't think of a better way to celebrate than to send shoebox gifts filled with the hope of the Gospel to children around the world! Operation Christmas Child is near and dear to my heart, so I am setting an online goal of packing 50 shoeboxes for my 50th birthday by Nov. 18. I hope you'll join me and share this goal with all your friends.

UPLOAD AN IMAGE

Add an image to your page that will be meaningful to your group. If you are creating a goal page for your congregation, we highly recommend uploading the church logo to the goal page.

EDIT YOUR PAGE

After your goal page is created, it can be tweaked. Just scroll to the bottom of the page and click "Edit this page." To complete this action, you'll be required to submit the name and email of the page creator. A confirmation email will be sent to that address, which will allow the edits to be made. These will be reviewed by Operation Christmas Child before they go live.

PROMOTION IDEAS

Once your page is created, it's time to spread the word about your goal!

GOAL PAGE LAUNCH

- Send an email to your congregation or group with a link to your goal page. Use this opportunity to highlight your vision for your goal page.
- Inform your audience that shoeboxes built online go to places that are hard to reach with the Gospel. Scan this QR code to view and share a video about how shoebox gifts are going to the ends of the earth!
- Post the link on church, group, and personal social media accounts. Or for ease of use in printed materials and media slides, create a QR code from the link and invite other groups in your church to get involved.
- Consider ordering and distributing our free **Build A Shoebox Online promotional piece**.

TWO WEEKS AWAY

- Remind your congregation or group of the goal via email and consider including a spiritual impact **story** or **video**. Encourage your audience by sharing the progress and restating the goal and deadline. We recommend mentioning that it is "two weeks away" in the subject line to help create urgency around your goal.
- **Download media slides** to use during in-person or online church services.
- **Download social media graphics** and customize posts to be shared by your church or group. Share your progress toward the goal.
- **Download our Impact Stories PDF** to help you spread the word about how God uses shoebox gifts.
- Make an announcement about the goal page during your church service or group meeting.

ONE WEEK AWAY

- Share your progress via email and let your church or group know how many days they are away from the campaign ending. We recommend keeping this email short and focused on driving your audience directly to your goal page link.
- Post your progress on your social media accounts and mention the days left in the campaign. Example: *Almost there! Thanks to everyone who has participated, we are only 5 shoeboxes away from hitting our goal of packing 50 Operation Christmas Child shoebox gifts by Nov. 16! Join us today and send the Good News of Jesus Christ to a child in need this holiday season.*

LAST DAY

- Remind your church or group by email and social media that it is the last day to participate. Share your progress toward your goal and let them know how many more shoebox gifts are needed to complete it. Example: *Only one day left—just 20 more shoeboxes needed to reach 150 from our church! Please join us in sending the hope of the Gospel to children around the world this holiday season by building an Operation Christmas Child shoebox online. This has been quite a year, but nothing will stop the Gospel from being shared!*

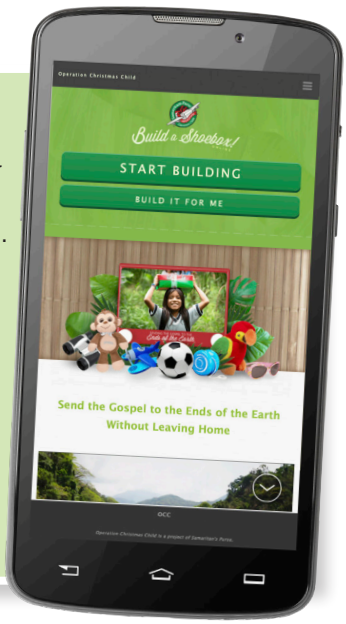
CELEBRATE!

Be sure to rejoice over what God did through your campaign. Whether you met, exceeded, or fell short of your goal, every shoebox gift represents a precious child who will have the opportunity to hear the Good News of Jesus Christ. To thank participants, consider sharing this **video** via email, social media, or in a church service.

DON'T FORGET

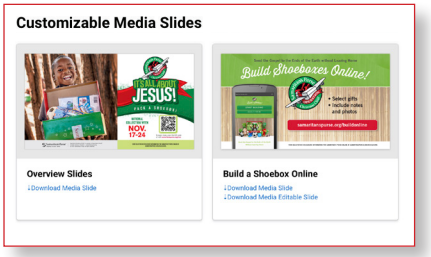
Please remind your church or group that traditional shoeboxes will still be collected by Operation Christmas Child during National Collection Week, the third week of November. If it is past National Collection Week or the goal page campaign has expired, you can continue to participate through **Build A Shoebox Online**.

samaritanspurse.org/buildonline

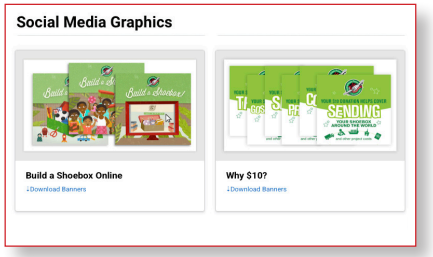


PROMOTIONAL RESOURCES

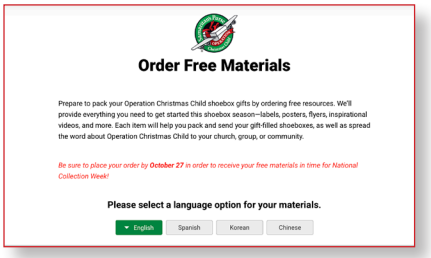
Find eye-catching graphics and photos via the links below to add interest to your emails and social posts. Also, the following stories and videos will help you illustrate the importance of packing shoebox gifts.



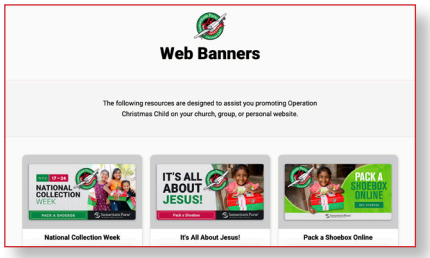
BUILD A SHOEBOX ONLINE MEDIA SLIDES



BUILD A SHOEBOX ONLINE SOCIAL GRAPHICS

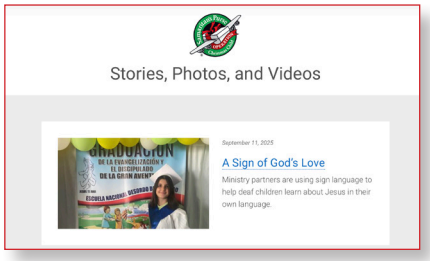


BUILD A SHOEBOX ONLINE PROMOTIONAL PIECE



PACK A SHOEBOX ONLINE WEB BANNER

PHOTOS



ONLINE STORIES

VIDEOS

Samaritan's Purse®
Helping in Jesus' Name®

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