

# THE WOW CARD

## RESOURCE 2.32

The “Wow card” is a way to illicit investment and involvement. The cards welcome ideas from the congregation about the things the church can consider doing which forms the foundation of mission and ministry.

In one church, a quiet, unassuming lady wrote “Why don’t we buy a van to pick up our older, founding members on Sundays? We could use the van between Sundays to deliver groceries to the poor and meals to the sick or grieving.”

When the message on the “wow card” was read aloud, another member wrote a check to cover the cost of the van. Three other “older, founding members” which later enjoyed the new van’s services, left bequests totaling \$560,000 out of the gratitude they felt for their church taking the time and making the effort to pick them up when previously they were home-bound on Sunday mornings due to old age. The van was then painted with the church logo and raised the city’s awareness to their presence and ministry.

All this came from one lady writing a few phrases on a card and placing it in the offering plate. And of course her pledge went up when she saw her idea become a reality because she felt she had agency in her church.



Let’s do something Big, something WOW... If Jesus came to Christ Church, what would make him say, “WOW!”?

Examples: “do some local outreach” - too generic  
 “giant yard sale with all four churches on the common;  
 all proceeds go to Metro Food Bank” - just right