

Promoting the *Virginia Advocate* magazine to your congregation

The United Methodist *Virginia Advocate*, monthly magazine of the Virginia Conference of The United Methodist Church, helps your congregation build disciples more effectively.



Every issue will help you stay connected through:

- ❖ Local Virginia church stories
- ❖ United Methodist news from the conference and around the world
- ❖ Technology and ministry ideas to equip your congregation

The enclosed materials include the following for your *Advocate* promotion:

- ❖ The November 2016 issue of the *Advocate* magazine to share at your church
- ❖ A 2-sided bulletin insert master copy. Make 2-sided copies (b&w or color) and cut them in half to stuff into your October Sunday bulletins. You can download a digital file at www.vaumc.org/AdvocateRep.
- ❖ An 11 x 17" poster (digital file also available at www.vaumc.org/AdvocateRep.)
- ❖ A list of current *Virginia Advocate* subscribers from your church
- ❖ A tally sheet for collecting contact information, campaign totals and listing NEW subscribers

What to do:

- ❖ Announce the subscription campaign in your church newsletter and bulletin (use the inserts)
- ❖ Contact other members of your congregation, not just subscribers currently on your list
- ❖ Display back issues for people to browse (available from the *Advocate* office if needed)
- ❖ Speak to the congregation on the importance of being equipped, connected and well-informed
- ❖ Follow instructions on the tally sheet and printout of "*Virginia Advocate* Subscribers." Please check all names and addresses to make sure they are current, and update any information that has changed
- ❖ Mail your completed subscription order forms to: *Virginia Advocate*, P.O. Box 5606, Glen Allen, VA 23058.

Make sure all your church leaders – and all new members – are subscribers

Officers of your local church can benefit from reading the *Virginia Advocate* to stay abreast of what's going on in the conference and the denomination. In the same way, new members will become more familiar with The United Methodist Church and the Virginia Conference. Give them a year's subscription.

Promote the ONLINE feature; or multi-year or bulk savings (print only)

The *Virginia Advocate* magazine costs \$25/year (12 issues) for **both online and print**; \$10/year for **online only**; \$20/year for **print only**. Members of your church can save money and time by subscribing to the **print only** for 2 or 3 years — 2 years for \$30 or 3 years for \$40. A special rate of \$15/year for each annual **print** subscription is also available for bulk orders (5 or more) going to one address. If a subscriber prefers to pay by credit card, he/she can do so online at www.vaumc.org or by calling the number below.

Need more information?

Call us at (804) 521-1110 or 1-800-768-6040, ext. 110, or e-mail Advocate@vaumc.org.