

**ITEM 227**  
**FOR INFORMATION**

**Subject: World Mission Challenge**

A staff team is planning a follow-up event to the very successful Mission Challenge '07. It's called World Mission Challenge (WMC) and is again led by the Mission Connections office of World Mission. The team also includes colleagues from other work areas of World Mission, Compassion, Peace, and Justice, and Communications and Funds Development. WMC starts with orientation on September 22, 2009. Speakers itinerate from September 25 through October 18 and return to Cincinnati on October 19 for debriefing on October 20.

The goal of WMC is to connect congregations with the work of PC(USA) mission workers and ministries around the world and, while doing so, to emphasize that Presbyterians do mission in partnership. A secondary goal is to ask for the church's prayerful and financial support for PC(USA) mission workers.

As of this writing (February 20, 2009), 68 presbyteries have confirmed their participation. An updated list of the presbyteries that are participating is available at WMC's Web site at:

**<http://www.pcusa.org/missionchallenge/>**

This year a special emphasis will be placed on how the PC(USA) attempts to discern and carry out God's mission, that is, through partnership with the church that Jesus Christ founded in every place. A pilot program within WMC is a special collaboration with the Peacemaking Program: five teams, each consisting of one PC(USA) mission worker and one international partner, will itinerate during WMC. The teams will be part of the International Peacemaker program *and* of World Mission Challenge.

Two corollary events, both led by World Mission's Equipping the Church for Mission Involvement work area, will be a training event for presbytery representatives on May 7 through 9, 2009, and World Mission Celebration, which will be held immediately following World Mission Challenge, from October 22 to 24. Most of the mission speakers participating in WMC will be involved as participants and resources in World Mission Celebration.

A WMC Web site has been up and running since December ([pcusa.org/missionchallenge](http://pcusa.org/missionchallenge)) and a trifold, four-color brochure has been produced. A short (5 minute) video will be produced for WMC. It will highlight the excellence of Presbyterian World Mission as a mission sending agency. All the speakers will be expected to show the video whenever they speak, thus guaranteeing a uniformity of message.

**Background:**

WMC is the successor to the very successful Mission Challenge '07, which placed 48 mission workers in 144 presbyteries in October 2007. Together, they gave 1,400 presentations in 900 venues, including 700 PC(USA) churches. They reached an estimated 56,000 people.

Mission Challenge '07 aimed at reconnecting Presbyterian congregations with Presbyterian missionaries. The "challenge" referred to our request that every congregation connect with at least one PC(USA) missionary in prayer, correspondence and financial support.

Mission Challenge '07 was closely associated with the kick-off of PC(USA)'s direct response mailing campaign in September 2007. This campaign was and continues to be very successful, raising over a

million dollars for the direct support of mission personnel. Although all the mission speakers in WMC this fall will encourage sessions to pledge support to mission workers and will carry succinct instructions on how individuals can give to support Presbyterian World Mission, WMC will *not* be connected to the ongoing direct response campaign being carried out by Communications and Funds Development.

Another difference between MC07 and WMC is that WMC will work with Communications and Funds Development to invest more effort, attention, and resources to following up the contacts made by mission speakers.

***Budget Implications***

This budget is within available World Mission funds for 2009.

**A. World Mission Challenge itineration**

**Budget**

Total cost is estimated to be \$150,150. A total of \$117,000 has been allocated specifically for WMC. The remaining \$33,150 will come from funds budgeted for the itineration of mission personnel in through the Mission Connections office.

Airfare:	95,000
Other travel expenses:	5,000
Transportation total:	\$100,000

Orientation:	Lodging	7,000
	Food:	5,000
	Transportation:	1,000
	Supplies	2,000
	Orientation subtotal:	\$15,000

Debriefing:	Lodging	7,000
	Food:	5,000
	Transportation:	1,000
	Supplies	1,000
	Debriefing subtotal:	\$14,000

Video

Sending videographer team to Central America in November 2008 - \$2,500  
Sending videographer on one other international trip in spring 2009 - \$5,000

Video subtotal - \$7,500

Ten percent contingency 13,650

Total: \$150,150