



## Church Finds New Way to Reach Community — with Huge Impact

Combined with a 12-Week Sermon Series, LGLA Bands Span Generations (and Miles) for Outreach

**FLORENCE, S.C.** — Rubber bracelets are *everywhere*. Cyclist Lance Armstrong started the trend, and his yellow LiveStrong bracelets have sold to the tune of more than 50 million.

Ever since, there has been no shortage of wristbands that show the world which causes their wearers support. The Christian market seemed to be a rare hold-out to this movement — until now.

Love God Love All wristbands ([www.lovegodloveall.com](http://www.lovegodloveall.com)) are the brainchild of leaders at First Baptist Church in Florence, S.C., who took advantage of the trend and created bands that promote the best message of all. Coupled with a 12-week sermon series, FBC members experienced spiritual growth, and the church attracted new visitors, increased the numbers of salvations, and developed a increased community awareness among the church body.

"I wanted a very practical tool every member of our church could use to share their faith with the waitress, grocery store clerk, co-worker, neighbor and every other person they knew and would meet," says Sr. Pastor Kevin Qualls.

"And, as always, I wanted to educate and inspire the church to a greater level of serving our Lord in a more thorough understanding of the scriptures."

By all accounts, his efforts paid off: More than 120 people called the church to request bands in the first week of the campaign; 45 new families attended worship services; and attendance doubled for the church's Love Your Neighbor Day.

For even more impact, FBC's website address is imprinted on the inside of each band, providing a message of faith and purpose, along with where to learn more about it.

"We handed out all 3,000 wristbands within the first four days!" Qualls says. "I ordered 3,000 more, and they were gone within five days!"

Leaders have since distributed more than 12,000 wristbands to the community-at-large. "It's truly amazing to think that with an average Sunday service attendance of 500, we've handed out [so many]," he says. "But

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there's nothing easier than wearing a wristband and having someone ask you 'What's that you're wearing?' Then you can tell them about your faith and give them [one to keep]."

FBC leaders even sent 5,000 desert camouflage bands to U.S. troops in Iraq.

"It truly has spread like wildfire," says church member Anna Clanton. "And our church was at the center of this wonderful outreach!"

"For most of us, the 12-week sermon series was just the beginning," adds Deacon Richard Skipper. "I still wear my wristband and give them away to others. It's not *just* a campaign; it's a way of life."

### Win It!

Church Business is giving away packets of 50 Love God Love All wristbands. To enter, simply e-mail your name, title, church and mailing address to Editor RaeAnn Slaybaugh at [rslaybaugh@vpico.com](mailto:rslaybaugh@vpico.com) by Oct. 31, 2005.