

WOW Ministries International to Offer “The Legacy Project” at National Religious Broadcasters Convention for International and National Organizations, Churches and Media Outlets

Imparting New Meaning to Our Identity and Purpose in These Days

MINNEAPOLIS. (February 17, 2017) - WOW Ministries International offers The Legacy Project at the National Religious Broadcasters Convention, Orlando, Florida, on February 26th-March 2nd.

What is the Legacy Project: The Legacy Project is a world-wide Christmas outreach offered for media outlets, national and international organizations and churches both here and abroad. Presented by WOW Ministries International in mission to serve those in various ministry spheres; to come along-side them in their strategies and vision to impact their communities and wide-ranging sphere of influence via an initiative centered on Christmas, when people are 27% more likely to receive Christ than any other time of the year.



Why the Legacy Project: As interviewed by the Billy Graham Evangelistic Association (BGEA), Casey Schutrop, one of the architects of *The Legacy Project* and the author of “*The Testimony of the Tree*” Message and metaphor shared, “*As an inheritance is given, it is a legacy we are to leave. Yet not of our own name or accomplishments, but instead, of the rich inheritance we have been given as God’s children. At this time in our history we have an invitation; a clarion call to pass this legacy to the next generation. -For what is the essences of legacy, but - HOPE.*” To read the full article, click [here](#).

What is the message: Using six specific ministry initiatives and many provided outreach tools, resources, and publications, the message of “The Testimony of the Tree” brings new found meaning to the familiar and most identifiable symbol of Christmas world-wide, the Christmas Tree. By means of the message and metaphor, an overview of the entire Christian life and the strength and beauty of the Lord He wishes to adorn our lives with is discovered. Reveled is new found identity and purpose both as individuals and families. In creative and compelling ways, the Testimony of the Tree message details the Spirit-Led life, and the rich inheritance and legacy God has for His children is made known. A clear Gospel message with an invitation and prayer of salvation accompanies the six specific initiatives and resources. Also, the message may be interactive, offering a new tradition to experience the metaphorical teaching to become a memory maker of hope and salvation for years to come for young and old, bridging the generations.

How: The national and international organizations, media outlets and churches use the six specific ministry initiatives and many provided outreach tools, resources, and publications of *The Legacy Project* for every level of their organization’s audience/congregation/people group(s) to fulfill their vision for evangelism, training, and equipping while highlighting the importance of the Gospel and the Great Commission now in our day.

The Six Main Ministry Initiatives for international and national Organizations, media outlets and churches:

1) “Testimony of the Tree Outreach Kit”: An evangelistic interactive tool for young and old to experience the new tradition and message of *The Testimony of the Tree*, bringing the gospel to the center of every home worldwide. An interactive 3 dimensional Christmas tree with a full colored booklet that ships flat.

Abroad: Orphanages, Refugee encampments, Christmas gift shoeboxes, Prisons.

Stateside: Church invite/door drops, food giveaways, Christmas service visitors, outreaches, VBS attendees.





2) “The Testimony of the Tree Large Group Presentation” by Casey Schutrop: An outreach presentation for young and old. An inspirational teaching shared as Casey acts, sings in character and teaches as she shares a message of hope through laughter and metaphor while decorating a full size tree. **As the first speaker at the Billy Graham Library** in Charlotte, NC, Casey Schutrop shared “The Testimony of the Tree” presentation. Casey has also spoke at the Billy Graham Training Center at the Cove in Asheville. To see the previous presentation, see [this video](#) by the Billy Graham Evangelistic Association.



3) In Home Outreaches, “Christmas Legacy Celebrations”: A vehicle for Home groups/Small Groups and In Home Church plants worldwide to receive evangelism training, share their testimony and grow their in-home outreaches.



4) All Church Christmas Outreach Offering, “The Legacy Project”: With practical ministry initiatives for every ministry department. Tools and resources including sermon series to train and equip congregants in evangelism, highlighting the importance of the great commission.



5) Dramatized Radio Adaptation, “Grandmas Christmas Legacy, The Testimony of the Tree”: As Christmas outreach for radio outlets. An adaptation from the original award winning story.



6) The Stage Play or Optional Musical Presentation: “Grandma’s Christmas Legacy, The Testimony of the Tree” An offering for churches and organizations to present as a theatrical production for outreach.

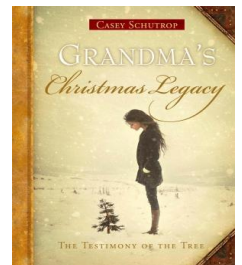
Additional Publications, Resources, and Products are also part of The Legacy Project:

At NRB, WOW Ministries International announces two new publications. A fully illustrated children’s book for elementary age children: “God’s Gift to Me a Legacy, The Testimony of the Tree”, as well as a children’s board book for preschoolers: “God’s Gift to Me, the Christmas Tree”.



Casey shares why she wrote the additional children’s publications, *“My heart is that this metaphor and message would serve to bring a framework to families in shifting times, that all may stand in strength and beauty as does the tree, as a symbol of hope in a dark world, pointing others to God. For this is our testimony; this is the testimony of the tree.”*

Inducted into Rev. Graham’s personal library at the Billy Graham Library, The main publication, **Grandma’s Christmas Legacy, The Testimony of the Tree** has also received high marks from Casey’s peers, including Lance Wubbels, best-selling author of ECPA Gold Medallion Award-winning books *To a Child*, *Love Is Spelled T-I-M-E*, and *In His Presence*. “If you’re like me, you’ve searched the bookstore shelves for a beautiful Christmas gift book that truly captures the message of Christmas only to walk out of the store disappointed,” says Wubbels. “Finally, I’ve found one that I will delight in for years to come — **Grandma’s Christmas Legacy: The Testimony of the Tree**. As exquisitely designed as the story is beautifully told, this book tells the Christmas story in a way that has touched my heart and made an unforgettable impression. This is one gift book I’ll be happy to pass along to my children and grandchildren!” Besides this is a subsidiary publication, ***Our Family Christmas Legacy Journal, 25 Years of Cherished Memories***.



About Casey Schutrop:

With a heart for the Gospel, Casey Schutrop is an inspirational speaker, bible-teacher, mentor, and national award-winning author. With a background in theater and music ministry, she has shared her insightful teaching and creative outreach presentations to countless national groups and internationally to audiences of diverse cultures. Due to her heart for the next generation and evangelism, she is the founder of WOW Ministries International, a 501(c)(3) nonprofit organization. Known for her wit and wisdom, Casey’s passion is to bridge the generations and bring framework to families in shifting times.

Casey lives in the suburbs of Minneapolis, MN with her husband Marty, who serves as executive director of WOW Ministries International. The couple has three children. Founder Casey Schutrop shares, “We are not wow; instead, we are in AWE of the Mighty God who ‘wows’ us.” WOW desires that all will know the heart of the Father towards us, that



head-knowledge will become heart-knowing. “This is how we take the longest journey we will ever take in our faith – the journey from the head to the heart,” Casey shares.

About WOW Ministries International: WOWministries.org

WOW Ministries International is a registered Nonprofit 501(c)(3) Christian Organization serving to redeem the time for families both here and abroad to “know, grow, and go” - beyond ourselves to live the Spirit-Led life.



Wow Ministries International

For Kingdom Impact Now
We are not “Wow”. Instead, we are in
AWE of the Mighty God who
“Wows” us



Casey Speaks
Hear The
Message



Impact ID
For All
To Know



LINKing IN
To God & Community
Online



Wow Abroad
For All
To Grow

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Throughout the rest of the year, WOW Ministries International partners with organizations, media outlets and churches in four ways: the [Casey Speaks](#), ministry (see a sampling of her offerings [Here](#)), The On-Line ministry of WOW: [LINKing IN](#) to God and Community Online, (which reached over 1,657,000 in the year 2016) and [IMPACT ID](#): That all may know their Identity in Christ, their True ID - this highlights the two special projects of WOW Ministries International: The True ID Conferences for the next generation and The Legacy Project and its many subsidiary pieces. And the fourth, [WOW Ministries Abroad](#), which repeats what WOW does at home abroad.

About the National Religious Broadcasters (NRB)

The National Religious Broadcasters (NRB) is a non-partisan, international association of Christian communicators with a purpose to spread the gospel of Jesus Christ through media arts. NRB is comprised of many theological backgrounds, but NRB members are connected by the Declaration of Unity that proclaims the devotion to Christianity. NRB holds fast to religious liberty and believes that it must be protected in order for more Christians to hear the good news of Christ. More information about NRB is at nrb.org. More information about the NRB convention is at nrbconvention.org.

Full media press kit with password available upon request including high resolution images.

To schedule an interview and view the Christmas or General Media Press Kit, contact:

WOW Ministries International
email: contact@WOWministriesintl.org
phone: 763.370.7290

Website: [The Legacy Project](http://ChristmasLegacyProject.org)

<http://ChristmasLegacyProject.org>

Main Ministry Website: [WOW Ministries International](http://www.wowministries.org/)

<http://www.wowministries.org/>

Casey’s Speaking Website:

<http://caseyschutrop.com>

Twitter: [WOW Ministries International](https://twitter.com/caseywowmin)

<https://twitter.com/caseywowmin>

Instagram: [WOW Ministries International](http://instagram.com/caseywowmin)

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Pinterest: [WOW Ministries International](http://pinterest.com/caseywowmin)

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Facebook: [Wow Ministries International with Casey Schutrop](https://facebook.com/caseywowmin)

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LINKed IN: [Casey Schutrop](https://www.linkedin.com/in/caseyschutrop)

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