

FCJ COMMUNICATION PROPOSAL

First United Methodist Church



Submitted to Church Council Aug. 17, 2015

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BINDER OF SAMPLES

- Planning/Communication checklist
- Volunteer Survey
- Exterior signage
- Advertising/Direct marketing
- Brochures
- Bulletins and announcements
- Mailed Newsletters
- Graphic standards
- Strategic plans

PROCESS

FCJ Communication Team: Jeanne Norberg (leader), Jane Frankenberger, Charlotte Freeman, Dan Howell, Oesten Nelson, Andrew Ritchey, Diane Stott

Timeline: We began corresponding by mail in February and met March-July.

Benchmarking: We benchmarked with two local Methodist churches— Christ and St. Andrew— and two large non-denomination ones — Faith and Connection Point. We looked on the Web for additional examples.

Meetings: We met with Skyler Nimmons, the communication director for the district. Jeanne met one-on-one with staff to get their ideas and input. Staff surveyed included Craig, Lana, Eric, Ellen, Shari, Rhonda, Ronda, and Karen

FCJ Communication Proposal

First United Methodist Church

Report from the Fruitful Congregations Journey Communications Task Force

VISION and INTRODUCTION

The vision of the Task Force is communication that **builds, informs, and empowers the church family, and also attracts and helps integrate new members.**

Communication is vital to our church's mission. *Making disciples of Jesus Christ for the transformation of the world* requires effective, engaging, grace-filled communication. Communication is essential for inviting and including new members, informing and deepening the involvement of current members, nourishing community, and inspiring all.

We envision five roles that our communication must accomplish.

VISION: Effective communication at First United Methodist Church will...	
Invite	• People outside the church will feel welcome and encouraged to participate in church events.
Inform	• Visitors will understand worship and church opportunities, while those already in the church family will be informed about events, mission opportunities, classes, and church decisions.
Integrate	• The church family will be connected by knowing what is important in our lives, sharing joys and sorrows, and working together to accomplish our mission.
Involve	• Our communication will help members of the church family grow in faith by becoming active in ministries suited to their talents and interests, and having a voice in major church decisions.
Inspire	• The church family will gain spiritual encouragement, for example by celebrating our church's ministries, sharing faith insights, and being encouraged by the good news.

Roles communication plays in accomplishing the church's mission. (inspired by <http://ow.ly/NIPhm>)

Achieving this vision of effective communication will require committed, talented, and well-trained people, as well as procedures that streamline and reduce workloads. This Task Force has identified three goals, with strategies and tactics listed below. But the overarching concern was developing a structure of framework in which excellent communication can flourish.

COMMUNICATION STRUCTURE NEEDED TO ACHIEVE THE VISION

The Task Force discussed many possible means for making communication better support FUMC's mission, and decided the four points below are the core of an effective structure.

1. *One staff member designated as "Lead Communicator"*. Although communication will rely on the contributions of many people, it requires the leadership of a staff member with the Lead Communicator role. A team of volunteers should also be engaged and empowered to implement various communication strategies. But because communication is complex, constantly changing, and so critical to the church's mission, identifying a staff member who has communication leadership as a key job responsibilities is a vital first step in bringing our communication to the next level. This individual should have broad communication and technical skills, oversight authority and time to effectively lead the effort.
2. *Integrated data management that can flow between applications and communication channels*. A streamlined and efficient workload depends on storing and managing data centrally, so that it can be used in multiple applications without redundant work. This centralized data will result in efficiency (i.e., the essential task of keeping databases up to date is done in only one place) as well as better communication (i.e., all authorized people have access to the same calendar of events, member interests, contact information).
3. *Using multiple communication "channels."* People expect communication in many different ways, depending on their habits, preferences, and access to technology, and effective communication at FUMC will reach out through multiple channels. **Inviting** will be done through the exterior sign, our Website, Facebook, direct mail, Facebook and Google ads. Methods for **informing** include the video, bulletin, newsletter, emails, brochures, and PowerPoint slides. **Integrating** includes Facebook, the member photo directory, and forums, in addition to the print and electronic methods above. **Involving** includes video, Web calendar, newsletter, brochures, and emails. **Inspiring** may take place through Facebook, video, the newsletter, and personal communication. In many cases the same information should be shared through multiple communication channels.
4. *Long-range planning and documented procedures for each of the communication methods, with appropriate training*. Volunteers can do some of the communication, but documentation of who is responsible, what they should communicate, and procedures are needed and a key responsibility of the Lead Communicator. Training, implementation, and oversight are also key components of effective communication.

ASSESSMENT

We have done a good job with the staff and volunteers we have. However, we can improve in several ways. A list of some strengths and challenges follow:

Strength: We can be very proud to have such an active church that encourages and enables individuals and staff to take on a very wide range of projects. This, however, creates a challenge for communication.

Challenges:

- Communication is very decentralized. Individuals from various ministries and leaders of various projects submit information that is not always concise, well written or integrated.
- The staff's communication responsibilities are also divided and at times the staff member in charge of e-news, slides and bulletin/announcements is not aware of what has been submitted for Prevue.
- We lack a person who has oversight of all the communications and the authority to prioritize and edit.
- There is no centralized long-range communication planning.
- It is difficult to identify the communication pathway. Who should you go to if you have something to communicate?

Strength: We do a pretty good job of letting members know about upcoming events.

Challenges: A church is much more than events.

- We could do more to celebrate the life of the church and its members.
- We should let members know when tragedy strikes so our community can reach out.
- We need to tell our story. How are we special:
 - Programs and the people they affect
 - New members stories
 - Members stories
- Thought pieces – Grief, parenting, caring for creation, Advent, Stewardship members know about proposals and actions of Church Council, before and after a vote.
- We should involve the congregation in decision-making by informing them before and after actions are taken, and facilitating discussion of major proposals.

Strength: We have a web site that is decent. This is the new doorway to our church and the single most important way to attract visitors.

Challenges:

- Our site is mostly nuts and bolts. It doesn't show the spirit and attitude of the congregation.
- We make poor use of video, which is one of the best ways to engage potential visitors and tell our story.

- We do not post videos from our WIRED service.
- The Web is generally an afterthought for staff. The content Web master has to seek out updates and information to go into it.
- Staff does not update the Web except for posting the weekly bulletin.
- Our emails and Facebook often don't link to details on the Web because the details aren't posted there before the emails go out.
- We do not have a strong WIRED page.

Strength: We have Facebook pages for WIRED and traditional service plus some groups.

Challenges:

- We post to these occasionally, but not often.
- No one person is responsible.
- We seldom use photos and rarely use video.
- We need to broaden our definition of what we post.
- We must engage.
- We need a best practices guide or plan.

Strength: We have an online calendar.

Challenges:

- The master calendar is on paper and cannot be accessed by everyone whenever needed.
- Our online calendar is not tied to our master calendar.
- The online calendar is very difficult to use and the service provider has no plans to improve it.

Strength: We have member directories and robust software to support them.

Challenges:

- Our two directories of members—one online and the other accessible only from the office-- are not tied together, creating double data entry work and errors.
- We have not developed our software so we can track participation, interests, and skills.
- Members could update their entries in the online directory but don't.
- No one is responsible for the online directory or updating it.

Strength: We have weekly emails.

Challenges:

- Our email system is opt-in, meaning you have to ask to be added.
- Members don't know it's available.
- We have three email lists that aren't integrated—one in Outlook, one in PowerChurch and one on the Web.
- The email is unformatted and doesn't offer an unsubscribe option.
- We cannot access the mailing list except through Rhonda's computer.
- We can only send emails during working hours.

Strength: We have a lot of talent.

Challenges:

- We need to treat communication as a ministry and recruit volunteers for it.
- We do not have a database showing people's volunteer interests and skills.
- We need a skilled person responsible for recruiting the right people to serve in this ministry.

Strength: We have a lot of signage.

Challenges:

- The front drive has so many it looks like we have an identity crisis.
- Signs in the Narthex are not easy to spot and incomplete.
- The exterior signage is not visible from US 231.

Strength: We have been innovative in our advertising.

Challenges:

- We have not developed a strong, targeted direct mail effort aimed at strategic audiences.
- We do not advertise on Facebook.
- We do not invest in search engine optimization or placement of our web site.

Strength: We have an AV Team and equipment.

Challenges:

- We need a team that will take video that tells a story on a regular basis and use them on the Web, Facebook and during worship.
- We need an Internet connection in our AV booth so video taken of our services can be edited before being posted to the Web.

Strength: We have brochures and all include our logo.

Challenges:

- We need a procedure and timeline for updating, editing, publishing, displaying and distributing.
- We need one targeted to new visitors.
- Formatting is inconsistent.
- We need to consolidate donation envelopes.
- We need templates and a style guide.

Strength: We have a printed monthly newsletter

- The content is primarily what is contained in the weekly announcements.
- We need to reconsider its purpose and broaden its content.

Strength: We have several services and strong Adult Sunday School programs.

Challenges:

- We don't have a good opportunity for individuals to interact.
- We don't have a good opportunity to share the same message to each group.
- There is no consensus, policy or procedure for suggestions and executing an announcement during services.

GOALS and STRATEGIES

(For those strategies below with an asterisks, see the corresponding section on tactics. Samples are available in a binder.)*

GOAL 1: Ensure oversight and consistency of communication as well as implementation of this plan.

STRATEGIES:

- A. Successful communication is complex and fundamental to all we do and hope to do. It requires integration of platforms, technology, processes, procedures and content. While volunteers can help, success requires a single broadly skilled and trained communication leader devoted primarily to this endeavor. To effectively lead the effort, this leader must be able to devote the necessary time and have authority over related operations and line items in the operating plan. *
- B. Make communication a ministry of this church with its own budget overseen by the communication leader.
- C. Appoint an ongoing team of volunteers with appropriate expertise to work with the communication leader on implementing the plan and accessing future needs and opportunities.
- D. Budget time and funds for training.
- E. Create objectives and tracking systems by which we can measure our success.

GOAL 2: Empower and build our church family through effective communication.

STRATEGIES:

- A. Communicate news that builds community, celebrates our efforts, empowers and enfranchises the congregation, and supports the vision of our church. *
- B.) Expand membership base to track attendance, skills, interests and activities to better foster involvement. *
- C. Expand our use of Web and social media; add video. Expand use of email by converting to an opt-out system. *
- D. Combine calendars and databases and make them all Web-based, so that everyone has easy access the to the same versions. *
- E. Expand face-to-face communication opportunities through forums, short videos and dynamic presentations during services. *
- F. Develop systems to ensure that members of the Church Council and the congregation are aware of pending, possible or completed actions. Foster discussion. *
- G. Develop a communication plan and checklist, processes and procedures. (See sample in binder.)
- H. Address communication technology needs in classrooms, library and Narthex to include WIFI, computers/monitors.
- I. Expand use of photos and video on all platforms, especially Web, Facebook and overhead screens during worship service. *
- J. Enable staff to email timely emergency notifications from outside the office. *
- K. Ensure the safety of members and guests; provide for emergency communications. *

GOAL 3: Attract others to join us and foster their integration into the church community.

STRATEGIES:

- A. Expand emphasis on Web and Facebook, the new front doors to our church. Create videos and photo essays for use there as well as during services. Identify content owners. *

- B. Work with a PR firm to develop a visual identity and style guide (often called a “brand”). Use it consistently in printed and electronic material, advertising and exterior and interior signage. *
- C. Develop professional templates and procedures for designing and updating brochures and envelopes, combining where appropriate. (See samples in binder.)
- D. Create a brochure specifically for new visitors. (See samples in binder.)
- E. Target advertising using Facebook events, direct mail of postcards, "pay per click" on Websites and Facebook, paid search engine optimization, flyers in newspaper boxes in surrounding communities. (See samples in binder.) *
- F. Work with a consultant to design new outdoor signage. Until the sign is in place, develop policies for using temporary banners at the end of our entryway. (See samples in binder.)
- G. Develop a plan for answering phones on Sunday mornings.
- H. Develop a monthly gathering at which potential new members can learn more about us.
- I. Improve signage in the Narthex.
- J. Develop procedures to overtly encourage everyone to wear nametags.

FIRST STEPS

While some of the items in this plan can be done relatively quickly, others are more involved and will take more time. Also, some will need to be done before others can be accomplished. Consequently we suggest that our first focus should be on the following:

- Identify a lead communicator and communication team. The leaders should have the technical and communication skills, oversight authority and sufficient time to effectively lead the communication effort. This individual should have oversight authority over related line items in the operating plan.
- Expand beyond what we currently communicate, adding news that builds community, celebrates our efforts, empowers and enfranchises.
- Consolidate data platforms so we can combine calendars, directories and databases and make them all Web-based and create an opt-out, formatted email.
- Hire an agency to develop our visual identity—logo, look, colors, typeface, and templates — the first step to enable us to address other parts of the plan such as outdoor and indoor signage and printed materials.
- Tackle low-hanging fruit: For example, create videos that tell our story and use them on the Web and Facebook, as well as during services. Expand definition of what we will communicate. Create a policy for communicating pending Church Council action and summaries of decisions.

TACTICAL DETAILS that correspond to STRATEGIES

TACTICS FOR STRATEGY 1-A.) Successful communication is complex and fundamental to all we do and hope to do. It requires integration of platforms, technology, processes, procedures and content. While volunteers can help, success requires a single broadly skilled and trained communication leader devoted primarily to this endeavor. To effectively lead the effort, this leader must be able to devote the necessary time and have authority over related operations and line items in the operating plan.

Responsibilities should include oversight of the following:

- I. Develop an annual long-range content plan that identifies what will be produced, what topics or themes will be incorporated, when and how it will be used on various platforms. Share with others. Update frequently.
- II. Develop the content in ways that can be used across channels to communicate the important activities, mission, and goals of the church.
 - a. Hold planning meetings to determine key topics to be communicated.
 - b. Write or identify writers for each topic. Groups or ministry leaders will submit some content; some writers may need to be recruited or assigned. Purdue student interns or freelancers could be utilized.
 - i. Include content representing the church as a whole as well as groups within the church such as WIRED, Children, Youth, PEP Club, VNS, Missions, Music, UMW.
 - ii. Include summaries of Church Council and key committee meetings, by ensuring that someone publicizes an advanced agenda on all platforms and attends meetings, writes summaries, and publicizes them in all platforms within days.
 - c. Review and edit drafts, while communicating with the writer to ensure the vision is communicated.
 - d. Determine which content (text, photos, video) will go through which communication channels (bulletin, Prevue, Web, email, slides, etc.)
- III. Ensure visuals (photos and video) are shot, edited and used in all communication channels.
 - a. Recruit, equip, and train a team of volunteers for photo and video teams.
 - b. Develop and manage an online process that ensures all photos and video are archived and catalogued.
 - c. Develop and manage a process for identifying visuals that are appropriate for various communication materials.
 - d. Work with others to ensure visuals are used in a timely fashion.
- IV. Update, assemble and disseminate the actual materials (printed, email, photos, video and regularly updated content) for:
 - a. Web
 - b. Facebook
 - c. Weekly bulletin
 - d. Monthly Prevue
 - e. Weekly email
 - f. Brochures

- V. Manage the church "identity" presented to the community.
 - a. Implement a process with a consultant, staff, and volunteers to develop a visual identity or "brand" that communicates the church vision and can be used across platforms. This should include templates for all printed materials and a style guide indicating our fonts and their usage.
 - b. Develop signage (exterior and interior) that presents a unified identify.
 - c. Ensure Website, Facebook, printed materials, letters and signage of all conform to the visual identity standards.
- VI. Manage and develop data platforms and communication software.
 - a. Oversee selection and implementation of Web-based data platforms.
 - b. Eliminate duplication of effort.
 - c. Merge data sets for directories and calendars.
 - d. Create materials on Web first and print from Web as needed.
- VII. Combine and manage calendars to ensure that they are continually updated and accessible to the congregation.
 - a. Develop procedures for event leaders to submit calendar events.
 - b. Review and continually improve calendar to ensure it effectively manages events.
 - c. Ensure calendar is accessible to all on the Web. Provide instructions and training.
- VIII. Develop and lead communication strategy for outreach beyond the congregation to the community.
 - a. Emphasize Web and Facebook.
 - b. Develop and oversee advertising.
 - c. Promote church activities and events to the news media.
 - d. Help shape planned events to give them "news appeal" and maximize publicity.
 - e. Develop mailing lists for direct mail campaigns for target households.
 - f. Develop postcards, yard signs and strategy for targeted distribution. (See samples in binder.)
- IX. Look for and anticipate communication issues and seek solutions. The communications leader or someone on the team could be responsible for observing communication issues at each worship service, for example.
- X. Plan and coordinate forums, video or in-person dramatic/entertaining presentations during worship.
- XI. Include a skills inventory in our stewardship materials and arrange for staff to promote the fact that stewardship includes time and talent.
- XII. Develop systems that allow us to track members' and visitors' contact information, participation, and volunteer interests.
- XIII. Expand tracking fields in PowerChurch as needed.
- XIV. Enter data about membership skills, participation and involvement in PowerChurch.
- XV. Update both PowerChurch and the online membership directories.
- XVI. Develop and implement social media strategy.
 - a. Develop a content plan.
 - b. Post regularly to Facebook.
 - c. Actively encourage people to friend our Facebook sites.

- d. Consider the potential of Instagram, Twitter, and other platforms and select those most effective in increasing community or for which members volunteer to manage.
- XVII. Oversee publicity for events.
- XVIII. Meet with groups in early stages of planning and develop a timeline and plan.
- XIX. Develop and maintain a communication checklist that leaders of events and activities can use to ensure that their activity is communicated through the various channels (Web, email, bulletin, etc.).
- XX. Develop assessment models and evaluate communication outcomes.
- XXI. Oversee related line items in operating budget.
- XXII. Write procedures and let people know what steps they need to take to successfully navigate the communication pathway.
 - a. For example, we need procedures for submitting content to and updating the Web; creating and/or updating brochures; submitting content, selecting, editing and compiling to our weekly and monthly print publications; requesting, using and archiving photos and video. Continually improve and streamline procedures.
- XXIII. Oversee emergency communications.

TACTICS FOR STRATEGY 2-A.) Communicate news that builds community, celebrates our efforts, empowers and enfranchises the congregation, and supports the vision of our church.

- I. Expand and define the kinds of topics that should be communicated. We suggest they include:
 - a. Highlights about church projects, programs and their impact, members and their accomplishments.
 - i. These would include baptisms, confirmations, marriages, college graduations, VBS, and major awards and honors of our members.
 - b. Timely announcements of deaths, funerals, tragedies involving members of the church.
 - c. Preview of proposals to be presented at Church Council.
 - d. Timely summaries of action and discussion from Church Council and committees.
 - e. Spiritual and supportive messages on topics such as grief, loneliness, stewardship, parenting, forgiveness, etc.
 - f. News from the conference and district.
- II. Evaluate and revise our printed announcements/bulletin and our monthly Prevue with an eye to providing space for expanded content. Consider selecting a topic, especially for Prevue, and preparing pieces related to that theme. Tie these into videos that are used for Web, Facebook, and worship services.
 - a. See content suggestions above in 2-A-1.
- III. Create and train photo/video and writing teams to support our efforts.
 - i. Lynne Noble has volunteered to lead the photo team.
- IV. Develop an archiving system and process for photos.
 - i. Timely summaries of news from Church Council and committees.

TACTICS FOR STRATEGY 2-B) Expand the membership database to track attendance, skills, interests and activities and better foster involvement.

- 1) Create the needed data infrastructure, transfer data, and maintain the information.
 - a. Our PowerChurch software can be used do this with modifications that can be made using the instruction manual and online tutorials. Consultants are also available for a small fee.

- i. Some additional features are available through expansion to PowerChurch Online or PowerChurch Plus.
 - ii. Other software packages are available if PowerChurch is determined to not have the functionality that we are looking for.
 - b. Combine our online database into the PowerChurch database to simplify data entry and keep data up-to-date across the board.
 - c. Create or update and more widely use a “new guest” form to note contact information, if they want to be contacted for a particular reason, and interests.
 - d. Allow people to update their data online if supported by the database, and/or create a standardized form for people to use for updating information.
- 2) Annually include a skills/interests/volunteer inventory questionnaire as part of every annual stewardship pledge card and new member form. (See sample in binder.)
- a. Make the information available to committee and project leaders as well as staff.

TACTICS FOR STRATEGY 2-C) Expand our use of Web and social media; add video. Move to opt-out email whereby people are automatically added to the distribution list but are provided the option to unsubscribe.

- I. Treat the Web and Facebook as the front door to our church and the key recruitment tool for new members.
- II. Significantly expand the use of video, photos, and a broader range of communication topics that tell the story of how we are special.
- III. Designate content owners for each Web page. That person then would be responsible for the content. Create a system to remind content owners to check/update their Web pages frequently.
 - a. Content owner can edit drafts.
 - b. Editor/reviewer would finalize these drafts and make them live.
- IV. Establish standards for Facebook groups/pages.
 - a. Link back to the main FUMC Facebook page, the FUMC Website, and any corresponding FUMC Web page for the group.
 - b. Name the communications leader as an administrator of any small group/ministry page in case the volunteer administrator leaves. This also will help provide unified management.
 - c. Include “FUMC-WL” in the name of any small group/ministry Facebook pages.
- V. Reserve "fumc-wl.org" address if possible.
- VI. Use an email service for sending emails to members that allows the emails to be formatted— thereby providing more content— and provides an easy method to unsubscribe. PowerChurch Plus and Online provide this feature, and Constant Contact is also available (and is in use by the young adult ministry).
- VII. Move from an opt-in to an opt-out email system. Email opt-out can be achieved using Constant Contact, and opt-out preferences won’t be lost during synchronizations if PowerChurch itself is used to send the emails.
- VIII. Consider allowing individuals to check in on Facebook on Sunday rather than signing the attendance pad.

TACTICS FOR STRATEGY 2-D. Combine calendars and provide a Web-based format.

- I. PowerChurch Plus provides an event-scheduling feature that synchronizes with Google Calendar.
- II. If PowerChurch Plus is not suitable/economical, another service should be considered, such as Google Calendar or Commingly.
- III. Provide a tablet computer for use in meetings to check and update the calendar.

TACTICS FOR STRATEGY 2-F.) Develop systems to ensure that members of the Church Council and the congregation are aware of pending, possible or completed actions. Foster discussion.

- I. Develop policies and procedures. For example:
 - a. Action items must be submitted to each council member digitally one week before the meeting.
 - b. Two readings of a proposal should generally be required before the council votes.
 - c. The two-reading waiting period can be overridden by a 3/4ths vote.
- II. Routinely publish summary reports of major council and committee proposals and actions, as well as committee reports.

TACTICS FOR STRATEGY 2-I. Expand use of photos and video on all platforms, especially Web, Facebook and overhead screens during worship service.

- I. Create photo and video teams. Use I-phones and I-pads as well as other available equipment.
- II. Obtain half-day of video and editing training from UM District staff.
- III. Draft a plan based on strategic themes that will tell our story. Some initial topics could be interviews with new members and current members; ministries and their impact; overviews of our church, vision and values; overviews of VNS, Children's Ministry, VBS; what individuals think makes our church special; overview of our expectations for members (dress, volunteering, stewardship, etc.)
- IV. Create related processes and procedures.

TACTICS FOR STRATEGY 2-J. Enable staff to email timely emergency notifications from outside the office.

- I. By moving some services to Web-based solutions, this will be much easier to do.
- II. Remote desktop can be enabled for church desktops at some additional cost (for the Virtual Private Network and other security features). This can be assessed if requested.

TACTICS FOR STRATEGY 2-K.) Ensure the safety of members and guests; provide for emergency communications.

- I. Establish a system and procedure to receive and address emergency communications about time-sensitive concerns.
- II. Communicate procedures and guidelines for cancellations and closings.
- III. Develop systems needed to remotely contact membership via email or text.
- IV. Communicate procedures to evacuate or shelter-in-place.

TACTICS FOR STRATEGY 3-A. Emphasize Web and Facebook, the new front doors to our church. Create videos and photo essays for use there as well as during services.

- I. Create photo and video teams. Use I-phones and I-pads as well as other available equipment.
- II. Obtain half-day of video and editing training from UM District staff.

- III. Draft a plan based on strategic themes that will tell our story. Some initial topics could be interviews with new members and current members; ministries and their impact; overviews of our church, vision and values; overviews of VNS, Children's Ministry, VBS; what individuals think makes our church special; overview of our expectations for members (dress, volunteering, stewardship, etc.)
- IV. Create related processes and procedures.

TACTICS FOR STRATEGY 3-B) Work with a PR firm to develop a visual identity and style guide (often called a "brand"). Use it consistently in printed and electronic material, advertising and exterior and interior signage.

- I. The brand should include a color palette and logo plus guidelines for its placement all our various forms of communication in print, e-mail and Web.
- II. The PR firm should also provide a style guide to include appropriate typefaces and possibly templates for all printed materials. (See sample in binder.)
- III. We recommend two area PR consultants:
 - a. Connection Point hired Kevin Smith (kevin@cre841.com) to design their exterior sign and work with them to create a unique "brand" for their church. Office: 304-4040/
 - b. Dearing Group, which works for Faith Church. Contact Bob Dearing at bobd@dearing-group.com or 423-5470.
- IV. After developing the brand, update all communications (printed materials, signs, Webpages, etc.) to include the new brand.

TACTICS FOR STRATEGY 3-C) Develop professional templates and procedures for designing and updating brochures and envelopes, combining where appropriate.

- I. Templates should reflect the brand and provide a consistent design, font and type size.
- II. Include the logo, church information, and other standard information that should be present across all brochures.
- III. Create a new brochure for people exploring membership.
- IV. Content should be reviewed the communication team before printing.
- V. Create a set of procedures for designing and updating the brochures, which should include:
 - i. Processes for review and editing.
 - ii. Timelines for reviewing, updating and printing the brochures.
 - iii. Acceptable font sizes, font types, colors, and size of the logo.
 - iv. Example brochures from previous years that people can refer to when creating their brochure.
 - v. A contact person for each brochure.
 - vi. Publication date.

TACTICS FOR STRATEGY 3-E) Target advertising using Facebook events, direct mail of postcards, "pay per click" on Websites and Facebook, paid search engine optimization, flyers in newspaper boxes in surrounding communities. (See samples in binder.)

- I. For high-ed post card production, consider Lafayette Printing. There is a religion-based press in Kokomo.
- II. A local company called M.A.I.L. can provide targeted mailing lists within 1.5 -2 miles of FUMC. Eric Barker also has good ideas for creating them.
- III. Consider working with a company to manage our Facebook and Google advertising.
 - a. Faith works with Blend Marketing, Wisconsin. <https://www.facebook.com/BlendIMC>

- IV. For pay for click ads, you only pay if someone clicks and you can target who will see them. For example, you can ask for a demographic in your own community that has recently searched for a church. For information on pay-per-click advertising on Facebook, Google and more, see this United Methodist site: <http://www.umcom.org/learn/how-churches-use-pay-per-click-ads-for-seasonal-outreach>
- V. To make sure our ads appear at the top of a search, we can buy an ad. For information about ad placements on Google, see <http://www.churchmarketingguide.com/pay-per-click-advertising-ppc/>
 - a. <http://www.churchpick.com/articlePage.php?id=10>