

First United Methodist Church Governance Board Meeting Minutes – June 27, 2022

Present: Pastor Duane Carlisle, Perry Brown, Reid Hochstedler, Kathleen Abrahamson, Craig Dobbins, Amanda Rowe, Mike Johnson, Larry and Lola Huggins, John Norberg, Don Caddy, Tim Delworth, Ronda Kroeschen, Kory Pritchett, Johnathon Day, Dave Downey, Meg Liffick from Small Box

Meeting was called to order at 7:05 pm with a prayer from Pastor Duane.

1. Communications Report - Johnathon Day and Meg Liffick – Small Box

Johnathon indicated that there were two parts to his report. The first was an update of what has been accomplished with the communications grant and the work with Small Box. Meg Liffick, Small Box President will present the background and Small Box recommendations. Jon indicated the overall focus of the Communications Ministry has been identifying a process for pulling together and centering the congregation. Meg Liffick presented the components of this strategy. These components and the slides used in Meg's presentation are attached to these minutes (**See Marketing and Communications Recommendations document**).

The second part of the communications report is a proposal from Evergreen Strategic Communications for implementing and supporting the Small Box recommendations including the Church's web site. **See Proposal Prepared for First United Methodist Church West Lafayette, June 9, 2022, Evergreen Strategic Communications** attached to these minutes.

After discussing the services to be provided by the marketing agency and how the marketing agency would relate and coordinate with ministries and administrative units at First Church, it was **Moved to accept the recommendation of the Communications Ministry to develop templates (\$1,500) and provide monthly support for period of at least 12-months in managing the implementation of the church's newsletters, monthly social media content calendar, and routine content updates to the website (\$150 per month).**

Motion was seconded and passed.

2. Music Ministry

A meeting is scheduled for Wednesday evening to further discuss the long-term plan for this ministry area.

3. Vacation Bible School

Started today, June 27. 39 students are enrolled. Things ran smoothly and everyone is looking forward to an exciting week.

4. The International Graduate Student Association

The International Graduate Student Association with support from the Wesley Foundation and First Church would like to re-establish the Welcome Back Dinner. This was a pre-Covid reoccurring event

at the beginning of Purdue's Fall Semester. Funds are needed to provide food for about 150 people. After a brief discussion it was **Moved to support the Welcome Back Dinner for the international graduate students. The motion passed.** This will be held on August 14 in the Stewart Center.

5. Tippecanoe Acts

The initial meeting of Tippecanoe ACTS was held at the YWCA on June 15. Close to 100 people were in attendance. The primary topic of discussion was the identification of actions that could be taken to further the objectives of the group and begin the formation of working groups. The YWCA is very supportive of the group's efforts and are willing to host future meetings. They are requesting a donation of \$100 per meeting to offset the costs of staff incurred in hosting future meetings. **It was moved that First Church contribute \$500 to Tippecanoe ACTS for off setting the expense of the Y hosting future meetings.** The motion was seconded passed unanimously.

Meeting was adjourned at 9:57 pm. Kory dismissed us with a prayer.

Marketing and Communications Recommendations

Resources for brand launch and streamlined marketing and communications efforts.



Table of Contents

Why a Brand?	4
Brand Touchpoints	6
Considerations for Launch	8
Marketing and Communications Recommendations	9
Web	9
Digital	11
Print	13
Onsite	13
Tools & Templates	15
Survey for Soliciting Testimonials	15
Marketing and Communications Survey	16
Marketing and Communications Coordinator	17
Proposed Site Map	18

Why a Brand?

A church's brand is its reputation: it is what you are known for. This branding exercise lays out the ways First Church will build its reputation and strengthen your ties. Investing in your congregation's brand aligns the culture and values of First Church with how you communicate with internal and external stakeholders. It allows First Church to connect with more people, amplifying the impact of your mission and your message.

As the world becomes increasingly complex and cluttered, a strong Church brand creates clarity and consistency as it represents your values and beliefs and positions your congregation in the minds of others. Additionally, as the number of communication channels expands for congregations, adhering to brand guidelines generates efficiencies and amplifies effectiveness across all platforms: digital, print, and onsite.

First Church's brand identity will help determine how you engage your community, including what kind of content you create, your design inspiration, and much more. The three primary church branding pillars are built on visuals, messaging, and consistency.

Visual Brand

Visual branding is your church's visible representation of your identity, personality, and values. It is also one of your most powerful branding tools. Your visual brand should create a lasting impression, evoke emotional responses, and build a relationship with your church's overarching brand. Whether making a sign for your children's ministry or creating a web design, having an engaging and consistent visual brand will enhance your brand's overall effectiveness.

Brand Messaging

The written communication that connects your church's brand with your audience is your brand messaging. These messages should be cohesive and build rapport with your community, connecting them to your church, its values, beliefs and vision.

Brand Consistency

A consistent brand is a strong brand. Inconsistent branding brings confusion and other negative emotions—the last thing you want your church to inspire.

Brand consistency helps people recognize and remember your brand. It aligns the quality of your message and community with the quality of your brand. That's why it's essential to have a consistent church brand experience across all of your platforms, including your website, printed materials, signage, and even church environment.¹²

¹ <https://www.subsplash.com/blog/church-branding>

² Meyer, Kem. *Less Chaos. Less Noise. Effective Communications for an Effective Church*

Brand Touchpoints

As you introduce your new brand to the world, all of your marketing communications, print and digital templates, office environments, signage, promotional and outreach materials and more should be updated. Work in a phased approach tackling the highest priority items first.

TOUCHPOINT	NOTES	PRIORITY
Website	Update Logo, Favicon, fonts, and brand colors	High
	Updated Menu and Messaging	Medium
Email Templates (weekly events, Monthly Prevue, Weekend Wire, General Announcement)	New Header (for all)	High
	Weekly Events	Medium
	Monthly Prevue	Medium
	Weekend Wire	Medium
	General Announcement	Medium
Social Media Profile Images	YouTube Facebook Instagram Twitter Vimeo	High
Social Media “About” Descriptions	YouTube Facebook Vimeo	High
	Twitter Instagram	Low
PowerPoint Template (Canva, PPT)	To be used for onsite digital screens.	High

Bulletin Template	2 folio (11x17), 8 page, folded Final size = 8.5"x11"	High
Rack Card	See recommendations below.	Low
Letterhead (PDF, Word)		High
Business Card Template		Medium
Flyer Template	8.5"x11" to be used for announcements and events Needs a place for images unique to what is being communicated.	Medium
Social Media Post Templates		Low
Internal Signage Templates	8.5"x11" Vertical 11"x8.5" Horizontal 11"x17" Vertical 17"x11" Horizontal 18"x24" Poster	High
Video Graphics		Medium
External Signage	Replace old signs.	Medium
	Additional signage opportunities on exterior of building and interior entry.	Low

Considerations for Launch

Constantly communicate the value you provide to your audiences.

Throughout all phases of the brand rollout, the FUMC foundational statement should be at the forefront: **At First United Methodist Church West Lafayette, we embrace and celebrate the complexities of our faith, our world, and each other.** This is the essence of who you are, and by underscoring this simple message, FUMC can create a shared language aligned with your congregation's unique culture.

Create a consistent look and feel using your brand guidelines.

FUMC's brand guidelines should be considered the "toolbox" for executing the rollout strategy. The brand guidelines provide the building blocks—both language and visual identity—to realize the brand's narrative. When creating collateral and additional touchpoints outlined in this plan, refer back to the guidelines early and often to ensure a consistent experience for FUMC audiences.

Timeline

- **Phase 1: Launch Preparation** – June (Video Production & begin working on High Priority Touchpoints)
- **Phase 2:** July - September (Video Release (July), begin rolling out Messaging and High Priority Touchpoints)
 - VIDEO 1:** Why a brand? And How We Approached the Work? (3 minutes)
 - VIDEO 2:** Overview of Brand Messaging and Guidelines and What Comes Next (3-5 minutes)
- **Phase 3:** October - December (Medium to Low Priority Touchpoints)

Marketing and Communications Recommendations

Web

After word of mouth, your website is the leading way that people find out about First Church. It is where new attendees go to determine if there's alignment with the values and faith that you express as a congregation. We highly recommend using your website as your front door for prospective congregants and your source of truth for your current congregation.

Suggested Menu & Content ([See graphic.](#))

(In order to improve user experience, where possible condense content to a single page.)

- About
 - Who We Are, What we Value, What We Believe
 - How to Join
 - Leadership
 - History
 - Location
 - Contact
- Worship
 - *In Person*
 - *Live Stream (include archived services)*
- Connect
 - *Music*
 - *Youth and Families*
 - *Adult*
- Serve
 - *Food Security and Community Care*
 - *Campus Connection*
 - *Social Justice*
 - *Global Missions*
- News & Events

- News
- Stories of our Faith
- Message from our Pastor
- Monthly Newsletter
- Events
- Search (Make it easy for people to find information!)

RECOMMENDATIONS:

- ☐ Use the homepage as a way to showcase your brand messages. Use the top of the homepage for quickly conveying who you are and your values. As you scroll down, lead people into more transactional information.
- ☐ Utilize the News & Events section of the homepage to highlight more relevant, timely content.
- ☐ Any content that goes out to the congregation should also live on the website under News & Events. Whether an event announcement, a reflection from Duane, stories of faith, or an event recap, start with the website and publish there first. This will create dynamic content, ensuring that the website reflects the vitality and vibrancy of the congregation to all. It will also create one destination for your stakeholders to reference, streamlining the way they consume content. While this won't replace emails or social media posts, it will create a source of truth and a single destination for those who need help sorting through the clutter.

Key Web Metrics

- Number of users and sessions (How many people are coming to your website over time?)
- Average pages per session (Are they exploring your content?)
- Average session duration (How long are they on your website?)
- Top pages (What content are they going to?)
- Ratio of new to returning visitors (Current audience/congregants vs. Prospective)

Digital

Individuals are bombarded with information via email and social media. As such, it is challenging to sort through the digital chaos and prioritize information. Reducing the noise and creating predictable patterns will help your congregation better sort through the clutter.

ENEWS

Determine a consistent cadence for sending newsletters that contain both inspirational and informational messaging. Make the format of the newsletter simple and consistent through a template.

Suggested outline:

- Need to Know News and Announcements (Transactional Content)
- Message from Pastor Duane
- Stories of Faith (Brand Content)
- Upcoming Events

Messages that fall outside of the predictable cadence should be rare and screened for importance and urgency. Does this deserve a stand alone message? Is this relevant to the entire congregation? Can it wait for the next newsletter?

RECOMMENDATIONS:

- ☐ For all emails, all images and graphics should align with brand standards.
- ☐ Shorten length and simplify messaging as much as possible. Make it scannable.
- ☐ Put the most critical information at the very top of all communications.
- ☐ Push people to the website as much as possible to learn more.

Key Email Metrics

- Open Rate (How many people are opening? Measures interest and relevancy.)
- Click Thru Rate (How many people click through toward an action? Measures effectiveness. Only relevant if you have CTAs)
- Unsubscribes (How many people asked to be removed from list? Measure relevancy and/or dissatisfaction.)

SOCIAL MEDIA

Similar to creating a predictable cadence for newsletters, generating a social media calendar with predictable content will create efficiencies internally as it helps your stakeholders more easily consume information. Announcements can be made on an adhoc basis, but this schedule will create a presence and predictability that will help support your brand communication efforts. (See page # for social media calendar template.)

Focus your efforts on where you have the most followers, Facebook. Most content can be easily shared on other platforms, but keep it simple to begin with.

Suggested Content Types & Cadence:

- **Weekly Events** (Every Monday) - A post listing all upcoming events for the week. Point people back to the website to see the full schedule.
- **Need to Know News** (On same cadence as Enews) - timely updates for the congregation
- **Conversation Starters** (Every other Wednesday, alternating with other content) - Scripture verses or other reflections on faith, social justice, and service. Emphasizing the spirit of curiosity and thoughtfulness of First Church)
- **Stories of Faith** (Every other Friday) - Quick testimonials, first-person narratives, or scenes from the congregation highlighting how First Church lives out the three key messages of its brand.
- **Sunday Service** (ASAP after service) - Link to recorded footage of the Sunday service.

When the newsletter is published, post a link to it on Facebook.

Post all major events open to the public as Facebook events to make them easily shared.

Key Social Media Metrics

- Followers (How many people are following you on social.)
- Shares (How many people share your content. Measures quality of content. Helps with follower growth and awareness.)
- Engagements (Likes & Comments. Measures quality of content.)

Print

Print materials can be effective ways to reach onsite audiences, to share your message in the community, to market events, and to emphasize timely information. However, print materials have a limited shelf life, create a lot of production work and cost with often little return, and can get messy quickly. To avoid clutter, confusion, and the buildup of outdated information, we recommend minimizing the amount of printed materials. Point people to the website as your source of truth as much as possible.

Before producing materials ask:

- For timely information: Can this be on a digital screen onsite or communicated via the website (and in turn via newsletter and social media)?
- For evergreen information: How will this be used? Is it better suited for the website?

RECOMMENDATION:

- ☐ **Create a Welcome Brochure** (For Prospective Congregants)- Generate a print piece that can be given to prospective members of the congregation, used as a leave behind in your community, or used by current congregants to invite guests. The piece should answer the question of Who is First Church? What do they believe? Why would I join? With a Call to Action on how to join and/or learn more.

Onsite

Environmental branding aligns your physical space with your visual brand identity and key messages. When done successfully it can foster a sense of community and belonging as it elevates the aesthetics of the environment-creating consistency and vibrancy. An important element of environmental branding is creating thoughtful, cohesive spaces free of visual clutter. By being intentional about the decor, layout, and messages included in spaces you can clearly communicate critical messages as you generate passion for your culture and values. Environmental branding is foundational to fostering a sense of belonging for all.

RECOMMENDATIONS:

- ☐ Use brand colors to unite your environment to your communication tools and to support your messaging.
- ☐ Reduce the visual clutter of too many printed materials by using digital screens for announcements and timely messaging. Suggest one screen in the narthex, and another in gathering space behind the narthex.
- ☐ For messaging to resonate, keep in mind that when onsite “less is more.” Keep things simple and be thoughtful in directing people to critical information, not distracting them from it. Declutter messaging as much as possible so that people know what to focus on and where to go for information.
- ☐ Include branded Welcome signage at every public entrance to First Church.
- ☐ Utilize the narthex as the Church’s Welcome Center. Consider a Welcome Desk staffed during busy times with greeters available to answer questions, pass out information, and point to the website for more information. Keep printed materials behind the desk when there are greeters present.
- ☐ Utilize the area directly behind the narthex as a gathering place for the congregation and a place to go deeper into your culture. Use furniture to create large conversational areas. To create a sense of community and continuity, utilize one wall to share the history of First Church via a timeline and the case with the historical items.
- ☐ Vinyl wall decoration can be designed, printed, and installed to easily bring elements of your visual brand into your space. Where there are multiple big blank walls, consider using the brand pattern or graphics with your values and brand messaging to add additional visual elements.
- ☐ Where possible and appropriate, remove outdated decor and design elements that no longer align with your new visual brand. This will elevate the look of the interior, creating a consistent, coherent experience. Streamlining the space will also reveal new environmental branding opportunities.

Tools & Templates

Survey for Soliciting Testimonials

This survey could be done with Google Forms. Suggest including a link at the bottom of each newsletter as well as sending out as a stand-alone request quarterly.

When we share your stories, we amplify our shared values and faith, and help others - both in and out of our congregation - feel aligned and embraced. Help us lift up stories from our congregation and show others the community that is First Church.

Name:

Member of First Church since _____

In your own words, answer one or all of the following prompts:

1. At First Church we embrace and celebrate the complexities of our faith, our world, and each other. For me this means...(300 words or less)
2. I choose to be a part of the First Church Community because...(300 words or less)
3. In your own voice, tell us a story that highlights one of the areas below. It could be a story about our rich faith-based programs and conversations (our faith), of our mission work (our world), or about a moment when you witnessed or experienced the First Church family embracing and celebrating an individual's true self (each other). (300 words or less)

Our Faith

Together we pursue knowledge and understanding in our journey as Christians.

Our World

We strive to make the world a better place through service and social action.

Each Other

We nurture each other's true selves as we collectively build a community of inclusive Christianity.

If possible, please share a photo of yourself or of something that would bring your testimonial to life for others.

EXAMPLE OF USE (Social Posts or Newsletter Content)



STORIES OF OUR FAITH

At First Church we strive to make the world a better place through service and social action.

“Last week, member of First Church gathered together to help rebuild playground for Public School #23, which is adjacent to our church campus. We worked side by side with the students to help build a safe and fun space that we hope will last for years to come. The work was hard but the smiles made for a joyful project serving others in our West Lafayette community.”

Annie Smith

Member of First Church since 1999



STORIES OF OUR FAITH

At First Church we embrace and celebrate the complexities of our faith, our world, and each other. For me this means...

“That we know the world can be fuzzy, but through respectful dialogue and discussion, we can explore ideas together, guided by faith and each other. One thing I love about First Church is that we value individual voices and experiences.”

Drew DeBoy

Member of First Church since 2021

If no image is provided, the prompt can be the image.

STORIES OF OUR FAITH

“We became members of First Church because of an invitation from a colleague, who was so excited and engaged in the ministry work. After our first service, we felt it was the place for us. You’re encouraged to participate, not just sit. They want you to be engaged and apply the Christian teachings to life and our community and beyond.”

Larry Jones

Member of First Church since 1962



Marketing and Communications Survey

Could be done via Google forms. Suggest sending annually.

1. **Age:**
2. **How long have you been a member of First Church:**
3. **On a scale from 1-10, (1 being Not at All, 10 being Absolutely), how would you rate your level of agreement with the following statement:**

I receive or can find all the information I need regarding First Church's events, projects, and news.

Why?

4. **On a scale from 1-10 (1 being poor, 10 being excellent), how satisfied are you with the email communications that you receive from First Church?**

Why or Why not?

5. **If you are on social media, which platforms do you use the most?**
6. **What types of information are most valuable to you as a congregant of First Church?**
7. **Additional comments or feedback about our communications:**

Marketing and Communications Coordinator

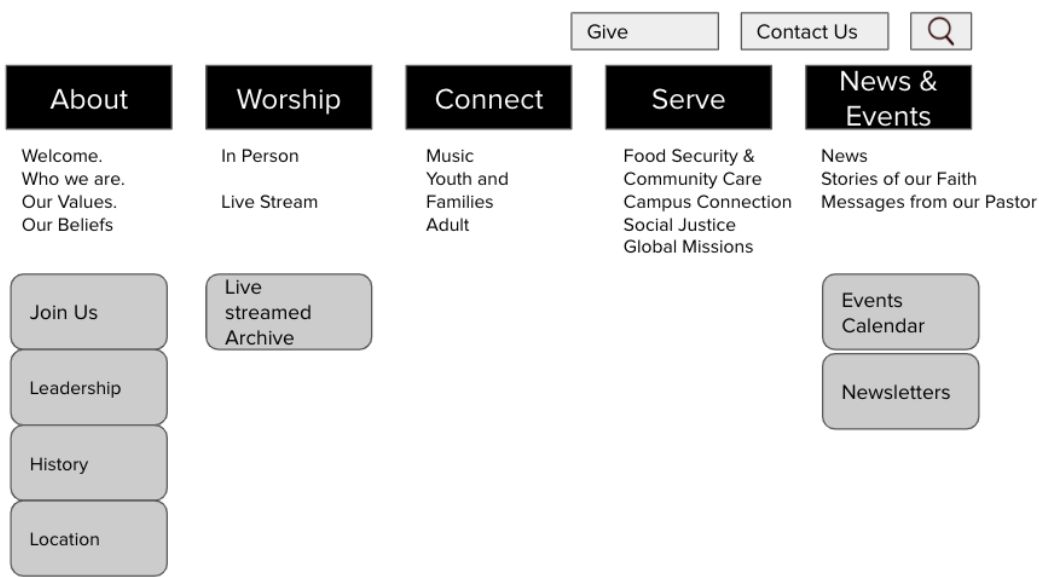
Responsibilities include:

- Maintain quality standards for branding and all church communication including emails, print pieces, signage, etc.
- Organize and oversee First Church's communications calendar
- In alignment with First Church's brand standards and guided by the communications calendar, manage ongoing content development and design for the website, newsletters, and social media.
- Provide timely event and news updates to the website, newsletters, and social media.
- Cultivate and lead a team of communication volunteers (writers, photographers, etc.) to assist in the above responsibilities.
- Provide project management for major events and projects as needed.

Qualifications:

- Alignment with First Church's core values and beliefs.
- Demonstrated ability to work independently with minimal supervision.
- Excellent verbal and written communications.
- Keen eye for typography, color, and layout design.
- Strong project management skills.
- Experience in digital marketing, including email communications, website CMSs, and social media.
- Beneficial: knowledge of Adobe Creative Suite and WordPress

Proposed Site Map



BRAND GUIDELINES



United Methodist Church



INTRO

The First Church brand isn't a list of rules to follow, but is instead an opportunity to express the organization's passion and commitment to build a community of inclusive Christianity.



BRAND PLATFORM



BRAND TONE

Tone of Voice

A brand tone of voice is the way your congregation consistently communicates with your audiences, including the word choice, writing style, and emotions. Think of tone like First Church's personality. How are these traits conveyed through our communications?

Welcoming

Uplifting

Thoughtful

Genuine

Desired Outcomes of Brand Tone

Individuals feel wanted at First Church.

Individuals feel optimistic about the future.

Individuals feel inspired to think as well as act.

Individuals feel they can be their true selves.



FOUNDATIONAL STATEMENT

At First United Methodist Church West Lafayette, we embrace and celebrate the complexities of our faith, our world, and each other. Together we pursue knowledge and understanding in our journey as Christians. We strive to make the world a better place through service and social action. And, we nurture each other's true selves as we collectively build a community of inclusive Christianity. As a Reconciling Congregation, we joyfully and unconditionally welcome and care for all in our Church family and beyond.



KEY MESSAGE #1



Our Faith

At First United Methodist Church West Lafayette, we embrace and celebrate the complexities of our faith, our world, and each other. Together we pursue knowledge and understanding in our journey as Christians. We strive to make the world a better place through service and social action. And, we nurture each other's true selves as we collectively build a community of inclusive Christianity. As a Reconciling Congregation, we joyfully and unconditionally welcome and care for all in our Church family and beyond.



KEY MESSAGE #2



Our World

We strive to make the world a better place through service and social action. Our faith is put in action by caring for others and for our environment. From working to overcome food insecurity in our community to joining mission trips throughout the world, we believe it is our responsibility to serve others. At First Church, we are champions of economic and social rights for all, and we are passionately committed to diversity, equity, and inclusivity in our faith and actions.



KEY MESSAGE #3



Each Other

We nurture each other's true selves as we collectively build a community of inclusive Christianity. Belonging to the First Church family doesn't mean we act the same or think the same, it means that we foster community by celebrating individuality. No matter age, race, nationality, gender identity, sexual orientation, or ability, we believe each person is a reflection of our Creator.



VISUAL IDENTITY



PRIMARY LOGO

Our Faith , Our World, Each Other

The First Church logo represents the coming together of communities that all want to pursue knowledge and understanding in our journey as Christians. The logo is strong and bold, but also friendly and welcoming because First Church's doors are open to everyone.



PRIMARY LOGO

Clear Space

To aid in the identification of the First Church logo, the mark should be given an adequate amount of clear space. The area in **pink** must be kept free of all other graphic or visual elements. The minimum required clear space is defined by the measurement X, where X is equal to the height of the capitalized letters.

CLEAR SPACE



PRIMARY LOGO

RECOMMENDED SIZE



MINIMUM SIZE



Logo Size

The preferred logo size for the First Church logo is 1 inch in height, while the size without tagline is .75 inches in height. The primary First Church logo should never appear at less than .4 inches in height. For applications smaller than .4 inches, the “simple” logomark should be used (see following page for lockup variations).



ADDITIONAL LOCKUPS

Horizontal Lockup

The horizontal version of the logo may be used in applications where the vertical lockup will not fit the layout.

Full Name

The full name mockup may be used as an alternative logo when you want to use the full name.

Logomark

The icon may be used as a stand-alone symbol in applications that require minimal or square artwork such as social media avatars, favicons, etc.



HORIZONTAL LOCKUP



FULL NAME



FULL NAME - (LAFAYETTE)



ICON



ADDITIONAL LOCKUPS

UNITED METHODIST CHURCH LOCKUP



RECONCILING MINISTRIES LOCKUP



UNITED METHODIST X RECONCILING LOCKUP



United Methodist / Reconciling Ministries

The First Church logo may be accompanied with other affiliated logos. If this is the case please make sure the First Church vertical logo is always placed to the left of the affiliate logos.



COLOR VARIATIONS

WHITE



BLACK



Black and White Logos

The First Church logo should primarily be used in full color, however when applicable, grayscale, black and white versions of the logo also exist.



LOGO MISUSE

Misuse Examples

In order to maintain consistency and integrity across the First Church brand and all logos contained therein, it is important that alterations and changes to the logo are avoided at all costs. The following is a sampling of ways that the logo **should not** be presented:



DON'T RESIZE INDIVIDUAL PARTS OF THE LOGO



DON'T SQUEEZE, STRETCH, OR DISTORT THE LOGO



DON'T OUTLINE THE LOGO



DON'T MIX LOGO COLORS



DON'T REPRODUCE THE LOGO IN LOW QUALITY



DON'T USE A DROP SHADOW ON THE LOGO



FONTS

COCON PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COCON PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Cocon Pro

The Cocon Pro typeface family is a sans-serif typeface. This typeface is used in the First Church name and should be used as display across all collateral.

Though this typeface in all of its varying weights is appropriate, the primary weights are Bold and Regular. It is available for use in all print applications. If you are unable to use the font for any reason, default to using Arial as a substitute (only if necessary).



FONTS

SOURCE SANS PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro

The Source Sans Pro typeface family is a sans serif typeface. This typeface should be used as long-form paragraph and emphasis text across all collateral.

Though this typeface in all of its varying weights is appropriate, the primary weights are Heavy and Regular. It is available for use in all print applications. If you are unable to use the font for any reason, default to using Arial as a substitute (only if necessary).



TYPE HIERARCHY

Styles

In order to maintain a consistent look & feel across collateral, the following type hierarchy should be considered. These styles are optimized for print and may be modified for screen.

Keep in mind that these styles may be adapted or added to in order to create visual interest as needed. These are simply the foundation for type considerations.

SUGGESTED TYPE HIERARCHY

CoconPro Bold
48pt/56pt, Teal

Headline.

Source Sans Pro Semibold
18pt/24pt, Tan

Lead-in content. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Source Sans Pro Bold
30pt/38pt, Hunter Green

Subheadline style.

Source Sans Pro Black
18pt/28pt, Orange

Tertiary Headline Style

Source Sans Pro Regular
12pt/18pt, Hunter Green

Paragraph content style. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ut libero finibus, dictum lectus a, venenatis diam.

CoconPro BoldItalic
11pt/18pt, Teal

Pull quote style. Nunc massa, euismod efficitur jus ollicitudin.



COLOR PALETTE

Swatches

The First Church color palette is unique to First Church. It is meant to be professional, dynamic, and approachable.



Hunter Green

Pantone 3435
CMYK: 87, 45, 78, 49
RGB: 18, 71, 52
#124734

Seafoam

Pantone 3258
CMYK: 65, 0, 39, 0
RGB: 69, 194, 177
#45C2B1

Orange

Pantone 1575
CMYK: 0, 62, 86, 0
RGB: 255, 127, 48
#FF7F30

Sky Blue

Pantone Blue 0821
CMYK: 50, 0, 5, 0
RGB: 111, 207, 235
#6FCFEB

Sand

Pantone 4665
CMYK: 20, 34, 48, 0
RGB: 205, 167, 135
#CDA787

ICONS

SAMPLE ICONS



Iconography

Icons should also be outlined and never filled in. Icons should also always be in the seafoam green color.



PHOTO TREATMENT

Photo Overlay & Style

Any photo use throughout the First Church should reflect the values and mission of the brand. Images used should be welcoming, uplifting, thoughtful, as well as inclusive.

A photo treatment may be appropriate when you need to layer things on top of a photo. Only use an opacity of 30% with the orange and teal colors.



TEAL AT 30% OPACITY

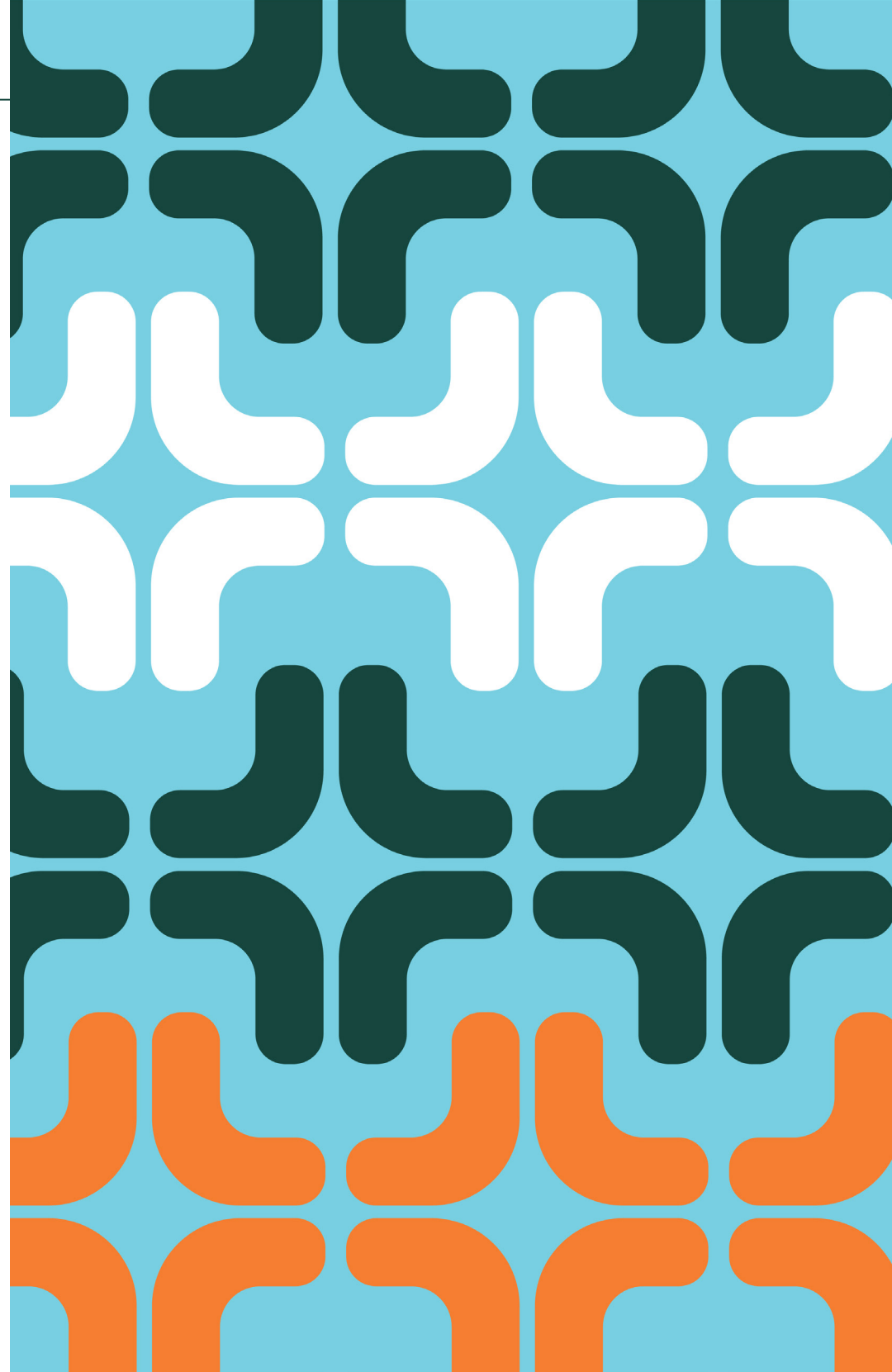


ORANGE AT 30% OPACITY

PATTERN + TEXTURE

Pattern

By repeating the the curves from the cross in the logo, a unique pattern and textures may be created for the First Church brand. Patterns can be used as a background texture, or in small/limited areas to create emphasis.



A FINAL THOUGHT

If in doubt, refer back to this document.

The First Church brand guidelines are meant to ensure that the brand remains cohesive, but allow for flexibility in bringing the brand to life for your audiences.





EVERGREEN STRATEGIC COMMUNICATIONS

PROPOSAL PREPARED FOR
FIRST UNITED METHODIST CHURCH
WEST LAFAYETTE

June 9, 2022

ABOUT EVERGREEN STRATEGIC COMMUNICATIONS

Evergreen Strategic Communications (ESC) is a central Indiana marketing agency specializing in nonprofit and purpose-driven small business marketing services. Since 2019, we've worked with clients to elevate their brands and grow the engagement of their audiences. We blend data driven decisions, our specialized skillset, and a humble instinct to build strategies that evolve as audiences and markets change. As a small, but nimble agency, we often bring together a strong team of marketing contractors based on our client's needs to ensure we are providing specialized skillsets and experience to each project.

Evergreen Strategic Communications is a certified woman-owned business enterprise by the City of Indianapolis and State of Indiana.

ABOUT THE FOUNDER

Emily Heck is a marketing consultant and owner of Evergreen Strategic Communications. After years of working in the nonprofit and higher education industries, Emily launched Evergreen in 2019 with the goal of helping nonprofits and purpose-driven small businesses who may not have the time, resources, or skillset to grow their organizations through marketing.



Emily started her career at the Crossroads of America Council, Boy Scouts of America where she led the marketing department for the 36,000-member council. During her time, she managed national media crises, developed recruitment strategies for multiple programs, and planned the largest annual Scouting fundraising event in the country. In 2017, Emily joined the staff of the Butler University marketing department where she managed the marketing strategy for the university's Advancement division and its departments including launching Butler Beyond, the University's largest comprehensive fundraising campaign. In addition, her nonprofit marketing experience includes raising funds through highly successful online giving days.

Emily is a graduate of Butler University and earned her Master of Business Administration from University of Indianapolis where she also currently teaches undergraduate marketing courses.

OUR APPROACH

We see ourselves as partners to our clients and their organizations. We celebrate their successes and are frustrated by their challenges as if they are our own. The basics of marketing do not change, but our approach to any project sets the foundation to build a custom approach for each client that will grow with their organization.



We believe in collaboration.

Marketing is not one size fits all and we don't have all the answers. We bring our experience and skillset to the table and ask our clients to bring their challenges, vision, and objectives so we can build a holistic strategy that will work, not only in the present, but will build upon itself for the future.



We believe in finding solutions.

We approach projects with a *solutions first mentality*. There are bumps along the way in all projects. Technology fails, audiences don't engage with content as planned and printers don't meet deadlines. We believe being organized from the start allows us to find solutions quickly to keep a project moving forward.



We believe in communication.

Strategic communication goes beyond engaging with your target audience. From the start, we ensure the client and each team member is well informed of the objectives, plan, and timeline. We believe that consistency is the first step in the success of a project along with regular meetings, opportunities to approve plans and content, and analytic reports that provide growth metrics.

"Emily was wonderful to work with. She is an excellent listener and problem solver. She brought professionalism and polish to my website. The results have been powerful. I am so thankful for her collaboration and partnership as I have started my business."

*Kristi Howard-Shultz
Fundraising Consultant and Owner
KHS Consulting*

RECENT NONPROFIT EXPERIENCE

We work with a variety of clients and learn from each one to take our new knowledge on to the next client. The following projects are just a glimpse of our nonprofit work. Graphic design assets and further project explanation are available upon request in addition to examples beyond the nonprofit industry.



- Responsible for restructuring and centralizing marketing within the organization
- Ongoing, daily marketing support and implementation
- Organizational rebrand management with external branding agency



- Developed the strategy and assets for 2021 calendar year-end solicitation campaign (print, email, web, social)



- Day of Giving and #GivingTuesday strategy and implementation support
- Enrollment marketing strategy and implementation support
- Capital campaign pre-launch messaging and asset creation



- Paid social media campaign strategy and implementation
- Organic social media strategy and implementation
- Provided marketing strategy support to the Development department

"Working with Emily Heck is like a breath of fresh air. Her confidence and knowledge of social media platforms and strategy along with her comprehensive approach to marketing and communications is invaluable. Emily is committed to providing the best product and service to her clientele. She seeks to understand challenges and brings well thought out and productive solutions to life."

Lori Norris
VP, Institutional Advancement
Guerin Catholic High School

SCOPE OF WORK

Kicking off in late June/early July 2022, we will first focus on implementing the recommendations from SmallBox which will support and enhance the roll out of the new brand strategy. From there, our team will transition to providing monthly marketing support to First UMC to continue to raise brand awareness and engage existing and potential audiences.

Recommendation Implementation

\$1,500

During the first phase of the project, we will begin setting up the recommendations made by SmallBox to officially roll out First UMC's new brand. This will consist of conducting a major website overhaul for design and messaging and updating graphics for the newsletter, social media and other communication assets. We also recommend using this opportunity to launch an Instagram presence to begin engaging new audiences.

- Newsletter Templates
- Social Media Templates
- Launch of church Instagram page
- Website Overhaul (reorganization, content refresh, automation)
- Misc Templates (PowerPoint, bulletin, letterhead, business card, flyer)

Timeline: July 2022

Client Time Investment: 1-2 strategy/kick off meetings; email correspondence

Monthly Support

\$750 per month

ESC will provide monthly marketing support to First UMC by managing the implementation of the church's newsletters, monthly social media content calendar, and routine content updates to the website.

(approximately 15 hours per month)

- Weekly Newsletter
- Monthly Newsletter
- Monthly Social Media Content Calendar *(implementation responsibility to be determined and subject to cost change)*
- Monthly Website Maintenance

Timeline: Ongoing; starting in August 2022

Client Time Investment: Monthly report meeting; email correspondence