



HOMEWORK: TACTICS

What are tactics?

Tactics are the specific activities, events and/or communications tools your church will organize or create to connect with your target audience(s) and reach the goals you've identified.



Examples of tactics include:

- Sending letters to inactive members
- Launching new e-newsletter to improve communication with members
- Sponsoring youth sports leagues
- Partnering with Meals on Wheels to provide elder care
- Conducting a direct mail campaign with postcards to your local community
- Advertising in your local newspaper
- Hosting a free concert open to the community
- Strengthening your church's welcoming ministries (greeters, ushers, etc.)
- Developing a new brochure and gift for first-time guests to your church
- Updating the church's Web site with specific info for the community/first-time guests
- Joining the local Chamber of Commerce
- Volunteering/serving at a local school

Read/Pray/Brainstorm

- Read the **agenda** for the Team Brainstorming and Prioritizing Session. (You'll receive this from the Marketing Plan Coordinator.)
- Pray for this session.
- Review **your marketing goals and target audience** that you identified in **Step 3: Strategy**.
- Using the list below as a starting point for ideas, brainstorm about tactics and tools your church could use to meet your marketing goals. Write your ideas on the lines below.



Free or inexpensive communications tactics to implement (Less than \$300)

- Web site home page/supporting pages with community friendly and/or first-time guest information
- Other e-communications (blogs, Facebook sites, Twitter, etc.)
- Event- or program-specific e-invite (for church members to send to friends)
- Radio/TV/Internet community calendar announcements (free spots, used at the discretion of the media outlet's decision makers)
- Newspaper/magazine community calendar announcements (free spots, used at the discretion of the media outlet's decision makers)
- Radio/TV/newspaper/magazine/Internet media relations efforts for story/article placements: news releases/story ideas provided to media outlets (used at the discretion of the media outlet's editors/writers)
- Article or ad in church newsletter, if this is sent to an external audience
- Article or ad in church e-newsletter, if this is sent to an external audience
- Church serving opportunities for/in the community (at local schools, hospitals, nursing homes, parks, food pantries, homeless shelters, etc.)
- Word-of-mouth campaign with church members to their friends, neighbors, etc.



Communications tactics within \$300 - \$1,000

- Community newspaper/magazine advertisements – in a small media market
- Grocery carts advertisements
- Exterior signage
- Exterior banners
- Yard signs
- Posters
- Door hangers
- Flyers (distributed by hand)
- Event invite postcards (distributed by hand)
- Car magnets/static clings
- Church events for/in the community
- Church sportswear/apparel/giveaway items (for members to wear/use/give out in the community)
- Church-sponsorship and involvement opportunities at the local school (sporting events, choir concerts, etc.), neighborhood association groups, fairs/festivals, etc.
- Church-membership opportunities at local Chamber of Commerce, Kiwanis, etc.



Communications tactics over \$1,000

- Mass mailing/direct mail into community (postcards)
- Radio/TV/Internet advertisements (small series of ads)
- Newspaper/magazine advertisements – in a medium or large media market
- Billboards
- Significant church events for/in the community (hosting a large community festival, concert, etc.)

To learn more about external tactics – what they are, how to develop them, what you can expect for a return on investment and more – consider the following resources:

- Support/consulting from [United Methodist Communications](#)
- [Rethink Church materials](#)
- [The Blogging Church](#), by Brian Bailey & Terry Storch
- [Church Marketing 101](#), by Richard L. Reising
- [The Public Relations Writer's Handbook](#), by Merry Aronson & Don Spetner

