

Resource: Launching and Communicating to the Congregation

Consider conducting a three-week launch within the church. The goal will be to educate and energize members, giving them buy-in and ownership of this new marketing effort and the purpose behind it (to communicate and connect with more people in your community).

Launching & Communications Recommendations:

1. **Staff/Ministry Leaders Communications/Celebration:** As you prepare to go “public” to the congregation about these marketing efforts, be sure all staff and key ministry leaders are aware of this work (and the many ways you’ll need their support to communicate internally and then begin tactics to reach the community). Consider hosting an upbeat/fun lunch, dinner or dessert reception to provide them this information and to celebrate how God is at work in your congregation and community.
2. **Sermon series:** Encourage your lead pastor to conduct a three-week sermon series. The series could explain the need and vision for this new effort, God’s calling for all of us to love our neighbors/reach out, and specific ways that the congregation can get involved and support the effort.
3. **“Unveil” key components from the Marketing Plan to your church (in worship services, in written communications, on the pastor’s blog, etc.):** Communicate to members about your church’s values/vision (“elevator” statement) and highlight exciting tactics from The Plan for reaching out to the community in new and fresh ways. These communications efforts should be done as part of the launch and ongoing for the months/years to come.
4. **Adults:** Build momentum and support throughout Sunday school classes and small groups by providing study materials/lessons that support the sermon series and vision for the Marketing Plan. Have pastors and other key leaders from the Marketing Plan Team visit the various classes and small groups to lead some of these discussions and help answer questions about the church’s new “marketing” effort.
5. **Kids/youth:** Build excitement with the children in your church by including them in this discussion about loving our neighbors and reaching out. During their classes/small groups at church, teach the kids and youth lessons and lead discussions about why we want people to know who we are as a church, why we want to invite friends to church and more.
6. **Families:** Provide families with study materials and discussion questions related to this outreach focus for them to discuss in the car (on the way home from church) or at meal times throughout the week.
7. **Over-communicate about the church’s outreach efforts:** Throughout the launch of these marketing efforts and as the various tactics are being implemented, do your best to over-communicate to the congregation about the church’s efforts. Ask people to get involved and share the results. Give updates in the bulletin, newsletter/e-newsletter, in worship services, your pastor’s preaching/teaching times, on your Web site/blogs and more.
8. **Tell stories:** Keep your ears to the ground. As you hear about success from these efforts (church members being touched in significant ways, community members being reached, etc.), document and tell these stories. Telling stories through video, which can

be shown in worship services and then available on the church's Web site, can be very powerful!

9. **Take time to celebrate:** As the church rallies to support these outreach efforts and as more and more lives are touched, take time to celebrate as a congregation! Host a special celebratory event or serve cake on a Sunday morning. Whatever would be special to your congregation – do it as a means of celebrating, affirming and encouraging for the future!