

# RELAUNCH

## WEEK 3 RESOURCES



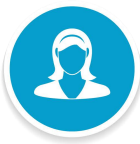
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## Communication and Awareness Plan

"Nor do people light a lamp and put it under a basket, but on a stand, and it gives light to all in the house." Matthew 5:15

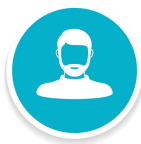
### Differentiate Your Audience

Knowing your audience is your first step in communication. This is asking the question "who am I communicating to?" And your messages are going to be different depending on who you are directing them towards. Simplistically you can divide it into Internal and External People, those inside your church and those not part of your church. But understand that there is a spectrum. If you take time to understand this spectrum you will be able to be much more laser focused on your different messages.



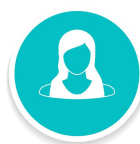
01

NEVER EVEN HEARD  
OF THE CHURCH



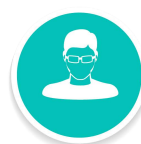
02

HEARD OF THE  
CHURCH BUT NEVER  
VISITED



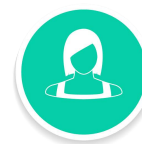
03

BEEN ONE TIME  
TO SPECIAL EVENT



04

CHRISTMAS AND  
EASTER FAITHFULLY



05

DROPS IN FROM  
TIME TO TIME



06

FULLY ENGAGED  
MEMBER

### Focus on Their Questions Not Your Needs

What are the questions that each of these groups are really asking? What are some of their needs, fears, pinch points? You might really want people to know that they can watch services online and chat with people and what they want to know is where to go get help for food if they go another week without a paycheck. You might be really excited that during the quarantine the parking lot finally got paved...but they want to know what the seating will be like. Do what you can (surveys, conversations, listen!) to find this out. Pastors are notorious for living in the clouds and being disconnected with what people are really asking or concerned about.

*"Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, not looking to your own interests but each of you to the interests of the others." Phil 2:3-4*

### Integrate Your Messaging

As you are understanding your different audiences, and gaining clarity on what people are asking, hopefully you will start to see an overarching message. Potentially you can even pick a theme to help you and your team with communication. Is that word *Hope* or *Peace* or *Advance* or *Rooted*? Maybe you share that word publicly but maybe it's used just to help guide discussions and decisions on communication.

## Choose Your Channels Accordingly

Everything is communication. Sermons, Texts, Phone Calls, Emails, Zoom, Social Media, Mailers, Letters, Cards, Apparel, TV, Radio. Reflecting on all of these possible channels, you need to determine how to best reach each of the groups with the specific message. Posting your deacons meetings on Facebook is waste, call them. Email likely won't reach the people who have never been to your church. I'm going to argue that your website is still your HOME BASE. Everything should point there for the most accurate, full and up-to-date information. You better have this updated with changes and answer people's questions!!! Their questions now are different than they were this winter.

## Leverage & Equip The Body of Christ

Everyone knows that the best "marketing" is word of mouth. I couldn't agree more but as pastors we need to lead, train, and equip the body to Christ to be those ambassadors. Teach everyone and empower leaders to be communication champions. Teach them how to share things on social media. Teach them to be creative inviters, offer ideas such as leaving big tips for those in the service industry along with an invite to service or teach how to ask a neighbor and even how to host block parties. Post covid, people will be looking for connections. "But you, keep your head in all situations, endure hardship, do the work of an evangelist, discharge all the duties of your ministry." 2 Timothy 4:5

## Maximize Your Budget

Determine how much you have to spend specifically on relaunch. This will even help you narrow down who you are trying to communicate to and how you will do that. There are very effective and low cost communication opportunities. Social media can be free. Apparel can be free. TV and Radio can be free! Email is free. Training your people to be inviting champions is free. Choose what things you will spend money on based on your budget and context. Right now social media and video are probably going to be up there on the list. Whoever has will be given more, and they will have an abundance. Whoever does not have, even what they have will be taken from them." Matthew 13:12

## Serve Your Community

Here's a crazy idea. What if the church acted like the church? You don't need to come up with your own service ideas, instead link arms with other organizations. Get radical with generosity. Serve sacrificially and people will notice. "In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven." Matthew 5:16

## Celebrate Life Change and Gospel Stories

The most contagious thing is that the body of Christ celebrates what God has done in their lives. Acts of service and generosity rule the day. In this time of chaos people are still being generous, getting saved, being healed, forgiving one another, overcoming addiction, living joyfully in the midst of loss, enduring hardship full of hope, etc. Now, more than ever, non-believers are looking for this life change. When it's communicated authentically (even outside the walls and apart from a "service") it is often well received and shared and shared and shared. "Many of the Samaritans from that town believed in him because of the woman's testimony." John 4:39

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## Practical Ideas & Considerations

- 1) If physically launching make sure you do a concise (under 3 minute) video tour of your building and all the changes. This video doesn't need to go on social media...because it's not inspiring.
- 2) Your website home page needs to be crystal clear of when online services are and physical services are.
- 3) Invest in a 1-3 min video that captures the heart of your relaunch. Probably not just the pastor's head talking. Instead get a)roll. When posted on social media, train your people to share, like, comment. Then also consider boosting it on FB and Instagram.
- 4) Your website better have an FAQ specific to covid. Service Format, Chair Layout, Distancing, Children's Ministry, Sanitation, Will there be handshake and hug, etc.
- 5) Apparel can be a great internal and external communication tool. Sell them for at cost or less than cost.
- 6) Mail a personal letter to everyone who has been to your church in the last 24 months. 1 page, double sided. Well designed, with some photography and a heartfelt message that speaks to their questions and need. Invite. Maybe they will re-engage through an online service. Or re-engage through a small group.
- 7) Plan a significant service project. Get crazy and do some Jesus generosity. It's ok to let the news outlets know what you are up to. Write a press release to every local TV, radio station and newspaper with a heads up. The message is "We're doing this because of Jesus and this is what the church is supposed to do."
- 8) Do a creative billboard that is a word of encouragement and not a promotion of the church. Example Picture of locked church doors "We shut our doors in March but we didn't shut our hearts" "Let Us Know How We Can Help or Pray For You!" [www.pray.churchname.com](http://www.pray.churchname.com) This landing page might have a short video message but it must have a form for prayers.



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## Reflect On Your Current Communication

What's Working	What's Not	What's Confusing	What's Missing
Are there some communication things right now that you need to keep doing or even increase?	Are you spending any time or money on things that are not working or outdated? Can you kill these or reallocate that time or funding?	Are there messages or delivery of messages or destination of messages that are confusing internal or external audiences? How can you bring clarity to that?	Is there a message or group of people that are missing from your plan? Or maybe a channel that isn't being used to deliver your message to the right group of people?

### Further Questions for You and Your Leaders

1. What is my budget for communication for relaunch (Is there any communication/marketing budget that can be reallocated)?
2. List 3 low cost but realistic steps.
3. Is there a large scale service project that you could do (even if it costs you money)? Or a service project done by another organization or church that you could partner with?
4. How will you train your people to be ambassadors (social media, in their neighborhoods, in the community)?

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## Week 3 – Weekly Leader Reflection Worksheet

THESE ARE MY 3 " MUST WINS" OF THE WEEK:

- 1)
- 2)
- 3)

WHAT 'HABIT OF THE HEART' AM I USING THIS WEEK TO CONNECT WITH GOD?

WHAT 'HABIT OF THE MIND' AM I USING TO KEEP MY MIND HEALTHY AND ALERT?

WHO ARE A FEW PEOPLE IN MY PROFESSIONAL LIFE I NEED TO CHECK IN ON THIS WEEK?

WHAT IS MY SENSE OF WHAT GOD IS SAYING TO ME RIGHT NOW? WHAT SCRIPTURES IS HE GIVING ME?

"How long, O Lord? Will You forget me forever?  
How long will You hide Your face from me?  
How long shall I take counsel in my soul, having sorrow in my heart daily?

How long will my enemy be exalted over me?  
Consider and hear me, O Lord my God;  
Enlighten my eyes, Lest I sleep the sleep of death;  
Lest my enemy say, 'I have prevailed against him';  
Lest those who trouble me rejoice when I am moved.

But I have trusted in Your mercy; my heart shall rejoice in Your salvation.  
I will sing to the Lord, because He has dealt bountifully with me."