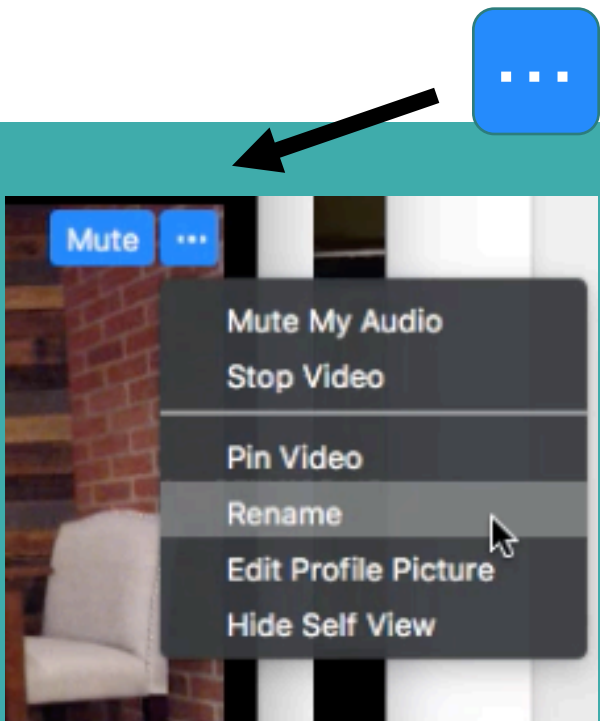


RELAUNCH

A 4-WEEK ONLINE COACHING EXPERIENCE





-Your Full

2 – Danny Parmelee

Rename Yourself

1. St. Louis
2. Southern Region (IN,TN, KY AR)
3. Central Illinois
4. Chicago City
5. Northern Michigan
6. Detroit
7. Grand Rapids
8. Kalamazoo
9. North Chicago Suburbs
10. Mid Chicago Suburbs
11. South Chicago Suburbs
12. Other

Download & Print Worksheets

RELAUNCH			
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	Are you spending anytime or money on things that are not working or outdated?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 declination 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)?

How to Create a Communication & Awareness Plan?



Why Do We Invest time and money into Communication

- "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



Focus on Their
Questions
Not Your
Needs



Integrate Your Messaging



Choose Your
Channels
Accordingly



Leverage & Equip The Body of Christ

Post Details

VideoPostSharesSee Metrics for All Videos

R

Renovation.Church


Published by Stuart Leach [?] · October 10, 2019 · 🌐

🔥🔥 GRAND OPENING WEEKEND 🔥🔥

October 20th at 9am, 10:30am, and 12pm

325 Maple Street Gallatin, TN 37068... [See More](#)

01:14



[Get Directions](#)

Performance for Your Post

40,018 People Reached

25,703 3-Second Video Views

718 Reactions, Comments & Shares ⓘ

405 Like	144 On Post	261 On Shares
120 Love	25 On Post	95 On Shares
3 Haha	0 On Post	3 On Shares
1 Wow	0 On Post	1 On Shares
71 Comments	17 On Post	54 On Shares
118 Shares	117 On Post	1 On Shares

Maximize Your Budget



Serve Your Community



Converge MidAmerica

May 13 at 1:17 AM · 🌐



CHICAGOTRIBUNE.COM

A group of Chicago churches has formed a food delivery service that caters to underserved communities and...

Serve Your Community



Celebrate Life Change and Gospel Stories

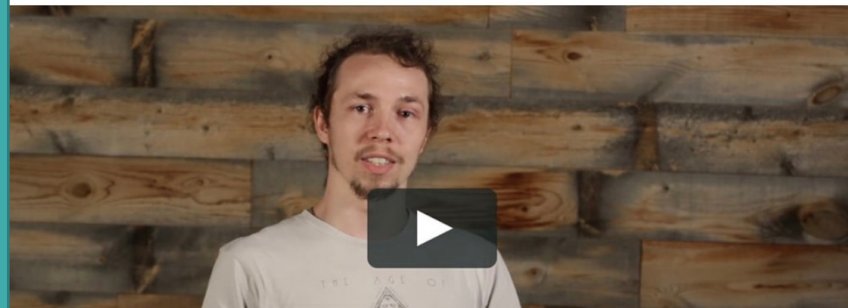


Steven Blake is with Jordan Herrera and
Jeremy Beavers. ...

May 15, 2019 · 🌐

Sooo , many of you have seen my spiritual growth and my spiritual walk through the power of Facebook. I've been blessed with finding a beautiful church that is kind, loving, and full of grace. The people I've been surrounded with through this place have shown me what it really means to be a child of God. Non judgemental, slow to anger, accepting, serene, to speak truth in the hard times and lift your friends and family up to their best selves in the hard times and hold eachother accountable. I couldnt be happier to announce that this sunday, I will be making a public declaration of my faith!!

I get baptized this coming sunday at 10 am if you would like to come!!! Here is my baptism video the church did. <https://vimeo.com/336248196>
The address is
3451 Pheasant Meadow Dr, O'Fallon, MO 63368
And I'll be playing in the praise band before/after too!!
Soaking wet playing drums lol I'd love to see you guys if you want to come?
Come celebrate life change with me and all of my new family!!!



Practical Ideas

1. 3 min walk through video if physically relaunching.
2. Website clean up. Clear and Concise
3. 30 Second to three minute video. Social Media
4. FAQ specific to Covid on web.
5. Apparel
6. Mail personal letter to last 24 month attenders.
7. Service Project
8. Creative Billboard

Take 10 minutes at the beginning of the breakout time to fill out the worksheet.

RELAUNCH

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?

Breakout Time



Breakout Time



Leadership Reflection Worksheet

**What are the three “must wins”
you need to have this week to see
your relaunch become a reality?**

Wellness Check

We recognize that life and ministry are stressful and being compounded with the COVID-19 pandemic.

To help with this reality, we compiled a listing of MAP Counselors throughout our region who are currently offering telehealth counseling.

Just click “Telehealth Counseling” below to see counselors in your state offering telehealth counseling. You can contact a counselor directly to make an appointment.

<https://convergemidamerica.org/counselors/>

COVID-19 Prayer

1 How long, O Lord? Will
You forget me forever?

How long will You hide Your
face from me?

2 How long shall I take
counsel in my soul,

Having sorrow in my heart
daily?

How long will my enemy
be exalted over me?

3 Consider and hear me, O
Lord my God;

Enlighten my eyes,

Lest I sleep the sleep of
death;

4 Lest my enemy say,

“I have prevailed against
him”;

Lest those who trouble me
rejoice when I am moved.

5 But I have trusted in Your
mercy;

My heart shall rejoice in
Your salvation.

6 I will sing to the Lord,

Because He has dealt
bountifully with me.

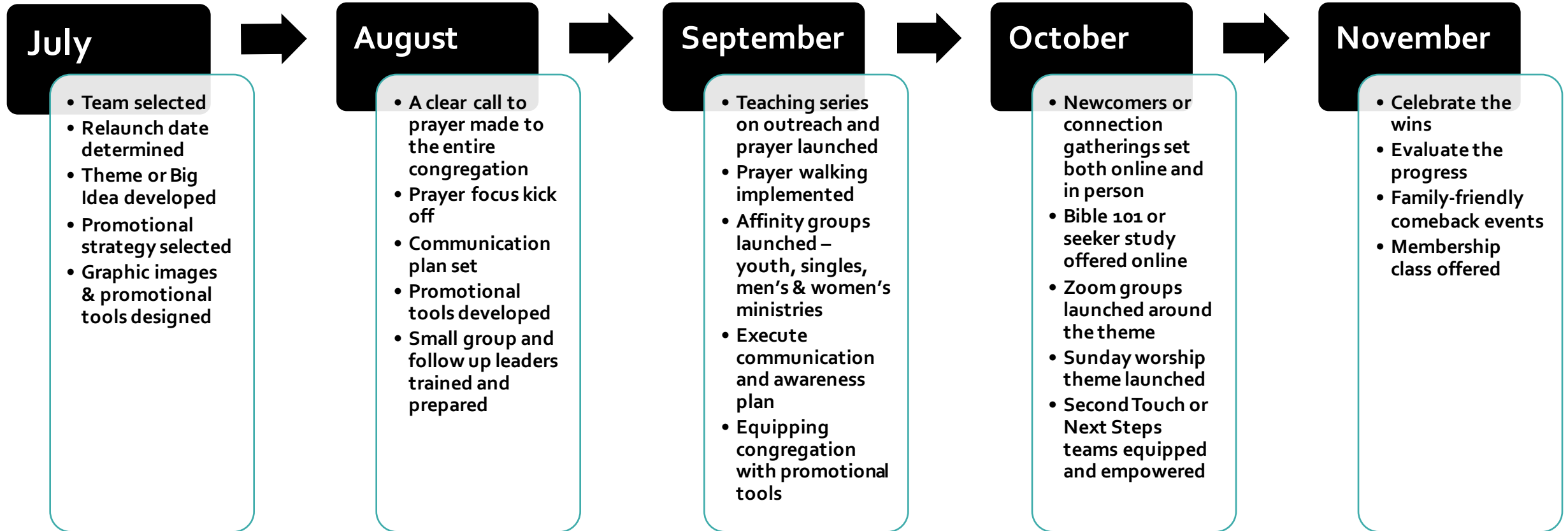
Psalms 13:1-6

See You Next Week

Feel free to invite another Pastor to join us



Detailed Timeline



Offer a Clear Call to Action

- “Go into our online prayer room after the service”
- “Come to our ‘after party’ immediately after the service to meet other people and discuss the sermon
- “Download this resource for use during the week
- “Call a friend and [fill-in response relevant to the sermon], and then in your online small groups, tell each other how it went”
- “Please let us get to know you better by filling out a digital welcome/connection card”
- “Take this online survey to find the way that you can best serve right now”
- “If you prayed to receive Christ, begin telling others by putting something in the chat”
- “Ask God what He wants you to give financially, and then do whatever He shows you”
- “Sign up for a ‘meet the pastor webinar’ which temporarily replaces our ‘pizza with the pastor’ get-acquainted event”

Source: Warren Bird, ECFA