

[illegible]

Unified Communications Plan

[illegible]

Plan for Unified Communications

A black hockey puck is centered below the title. It is a simple, cylindrical object with a slightly raised rim, rendered in a 3D style with a soft shadow.[illegible]

Communications Unification Plan



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Unified?

*The objective: Deliver a consistent, cohesive,
experience at every place someone comes in contact
with Bay Life – unifying our touchpoints.*

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Mission

(((Discover, Refine, Deploy)))

*... the most effective communication channels
& vehicles for each ministry, program, & event ...*

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Purpose

(((Facilitate Movement)))

- (1) *Clarify next steps with Bay Life; with Christ*
- (2) *Make it easy to take those steps*

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Applications

- Weekend Communication
- Online Communication
- Ministry Communication
- Other Projects

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Weekend Communications

- Bulletin
- Communicate Card (Welcome Card)
- Announcements
- The Corner / INFOdesk
- Getting Started Guide
- Ministry Catalog

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Bulletin

In format & design, the bulletin is geared toward regular attenders. It incites "information overload"... It's not compelling, & it's not inviting to guests.

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Bulletin

- Focus: First-time guests
- Scale back size, design & content
 - ▶ Include only timely & strategic content that supports Mark's message series & top tier events
 - ▶ Move other content to app, e-newsletter
- Include lines for message notes on shell
- Remove Welcome Card...

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Communicate Card

- Find in the backs of chairs, not the bulletin
- Consolidates Welcome, Information Update, Salvation & Prayer Partners cards
- Multiple drop points

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A collage of two items. On the left is a 'WELCOME TO TRADERS POINT' bulletin with a dark header and white text. On the right is a black poster with the word 'GRINGE' in large white letters, a hand holding a small object, and a banner below that reads 'GRINGE IS THE NEW GRINGE'.

[illegible]

Bulletin

[illegible]

Communicate Card



COMMUNICATE

What are you interested in a regular activity you want to hear from you?

Tell us about yourself

Name: _____

Age: _____

Gender: _____

Address: _____

What would you like to know more?

☐ I want to know about the service ☐ I want to know about the staff

☐ I want to know about the facilities ☐ I want to know about the activities

What would you like us to know?

What are your thoughts on the service? _____

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Announcements

- Only do a Tier 1 announcement or the announcements video, not both
- Predominantly voiceover, or staff promote their specific announcement
- Feature B-roll footage

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Announcements

- Example #1 ~ Trader's Point CC
- Example #2 ~ First Baptist Dallas
- Example #3 ~ North Point CC
- Example #4 ~ Prestonwood Baptist

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The Corner

Connection
TBD
Central

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The Corner

- A new name must be simple & provide clarity for guests
- Resources: Communicate Card, Getting Started Guide, Ministry Catalog
- Tablets >> Online registration

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INFOdesk Guest Services

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Guest Services

- New name is simple, & it provides clarity for guests
- Resources: Communicate Card, Getting Started Guide, Ministry Catalog + printed e-newsletter & message notes
- Tablets >> Online registration

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Getting Started Guide

A booklet for first-time guests...

- Includes welcome from Mark, information about Bay Life, Ministry details, campus map, staff pictures & contact information
- Call To Action: Website/Welcome Lunch
- Changes Welcome Lunch presentation

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Getting Started Guide



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Getting Started Guide



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Getting Started Guide



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Ministry Catalog

Comprehensive tool for volunteers to use to connect guests with Bay Life's ministries & programs, or regular attendees who are looking to take their next step.

- 3 month shelf life
 - ▶ Feb. 15 (Mar., Apr., May)
 - ▶ May 15 (June, July, Aug.)
 - ▶ Aug. 15 (Sept., Oct. Nov.)
 - ▶ Nov. 15 (Dec., Jan. Feb.)

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Ministry Catalog



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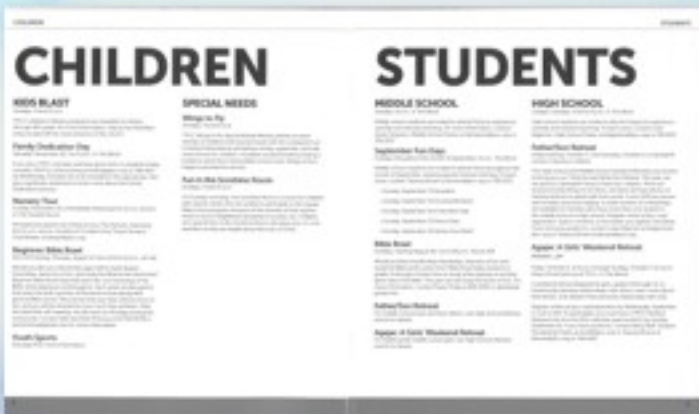
Ministry Catalog



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Ministry Catalog



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Online Communications

- Website
 - ▶ Blogs
- E-Newsletter
- Mobile Phone App
- Social Media

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New Website



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New Website

The primary conversion medium for all marketing & most communications.

- Attract more people to the church, then facilitate movement
- Communicate authenticity
- Promote what's happening
- Promote Life Group interaction
- Increase online giving

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E-Newsletter



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E-Newsletter

- Email is most people's primary means of communication
- Focus: Regular attenders / members
- Direct communication & immediate response
- Analytics
- Message notes & Life Group questions

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Mobile Phone App



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Mobile Phone App

- ▶ Live streaming + message notes
- ▶ Message archive
- ▶ Announcements
- ▶ Push notifications & social media sharing
- ▶ ESV Bible + reading plans

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Social Media

"Outposts" driving users to "home base" ...

- Dialogue
- Viral sharing

Phase 1

- Facebook (71M)
- Twitter (17M)
- Pinterest

Phase 2

- Flickr / Instagram
- YouTube / Vimeo

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Social Media

- **Facebook** is about connection, conversation & engagement
- **Twitter** is about breaking news, sneak peaks & behind-the-scenes looks
 - Use in-service?
- **Pinterest** is a virtual bulletin board...

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Why Pinterest?

- Third-most visited social media platform
- Overwhelmingly female
- Possible boards:
 - Jesus ▸ Books ▸ Message Series Specific
 - Music ▸ Age / Gender Specific

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Ministry Communications

- All of the above, plus...
 - ▶ E-Blasts
 - ▶ Text Messaging
 - ▶ Event Fliers / Invitation Cards

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Event Flier / Invitation Card



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Other Projects

- New Logo Rollout
- Lobby Redevelopment
- Testimony Videos (Baptisms, etc.)
- Life Group Catalog
- Short-Term Missions Guide
- Volunteer Recruitment Campaign
- Rise Up Campaign

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New Logo Rollout

- Ministry Logos
 - Student Center Ministries (4)
- Nametags
 - Staff + Elders
- T-Shirts
 - 2 styles church wide

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Ministry Logos



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Lanyards



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T-Shirts



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Launching...
**January 5,
2013**

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Next Steps

- Review feedback, update plan
- Finalize 2013 budget
- Develop launch timeline
- Finalize / implement new social media strategy
- Begin collecting Spring '13 Ministry Catalog content

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Spring '13 Ministry Catalog

- Late Oct. / Nov. / Early Dec. ~ Content Creation
- Dec.15 ~ Content Deadline
- Dec. 15-Jan. 15 ~ Design + Review
- Feb. 15 ~ Available Church-Wide

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Questions?

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