

Minutes from July 13, 2021 Marketing and Communications Meeting

- Drive by the sign – what should be on there, messages, key items
 - Be bold in the times we are in
- What has been so far:
 - Template for newsletter
 - Took best parts of all the newsletter for the foundations of this one
 - Met with Pastor Amy a couple weeks ago for some preliminary edits to tweak
 - The whole thought the restructuring of who we are as a church as opposed to reiterating council minutes
 - We are not there yet
 - This is the test one, but will get there
 - Weekly updates – sharing council highlights – people are aware of the major things
 - Need to do a bigger face of who we are as a church
 - Columns to include every time – review of a book – donated to the library (mission & Vision of the church) – tied to book studies??
 - Feature one local business – black or female owned – activism
 - Logos this month - \$5 discount
 - She was very excited to be a part of this – she was more than happy to give the discount – good partnership
 - They have our cookbooks – thought they would be a good first business
- What are your thoughts:
 - Comes out quarterly
 - Looks good
 - Is there a hyperlink aspect for the scroll down?
 - constant contact yes but it is currently a document
 - Is there a way to work towards that?
 - We did do that originally – but was taking a bit of time to do
 - Anchor each article
 - Smaller is better for this
 - Limitations with constant contact w/ design
 - FUTURE IDEAS: Merge the current format to constant contact
 - Terri- would like to do this in the future
 - Will take time for people to grasp to not take time for the messenger
 - Flow with the right articles
 - Cambria (for body) and Palotino little type (Headliner) -- Font for newsletter

- Balance with past & Future
- Tried to explain to committees about action oriented
 - Action – what’s needed – what else have you done
 - Telling the story
 - Wanting to make it more personal
- **Action to energy**
 - We need more energy
 - intent to get more readership to not be mundane
 - Biggest thing moderator – Jeff can say wild things in the moderator corner and not get anything
 - We need a "newsies" mentality
- Save space for the nuts & bolts of wise congregation
- Could we have a crossword puzzle added for the kids?
- Non-paid advertising
 - Minority business
 - Our Mission partners
- Still something available in hand & online
 - Success to look like
- Do we know the demographic of the church?
 - We have been pulling younger recently
- This is yet another venue to know what’s going on but to reflect our mission & Strategic plan
 - What are we focusing on now
 - Wise
 - Green
 - Anti-Racism church
 - Reflect who we are as a church through our mission with energy!
- How do we get council/committees to update?
 - The theory of change
 - Changing people’s lives – but it is what we are doing
 - Stories of transformation
 - How are you becoming ever new?
 - It is a counter-intuitive concept we are going for
 - Not what they are used to
 - Examples are needed
 - What if – the September council meeting – a couple of people go to council and do a short presentation
 - This is where we are heading
 - this is our goal
 - to share experience with those in & out
 - This is why I do the things I do
 - This is how we BE the Church

- To know that we live our mission
 - Is there some part of our mission in this article?
- **Key Item to edit before sending the Messenger:**
 - Remove Staff page (currently page 12)
 - Updated recipe Card (it is attached to email)

August or September – Focus on the newsletter - Meeting

September 28th @ 7pm – Council Meeting – Kelley will be given time at the beginning of the meeting