



THE UC NYC

## Proposed Promotions Planning Process

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### 2013 Quarterly Calendar (10 weeks of planned activities and events):

- **Winter 2013 quarter (January 6 to March 16)**

**The UC NYC Team Planning Period\*: March 17 to April 13**

*Note: March 31<sup>st</sup> is Easter*

- **Spring 2013 quarter (April 14 to June 22)**

**The UC NYC Team Planning Period: June 23 to July 13**

- **Summer 2013 quarter (July 14 to September 21 )**

**The UC NYC Team Planning Period: September 22 to October 12**

- **Fall 2013 quarter (October 13 to December 21 )**

**The UC NYC Team Planning Period: December 22 to January 11, 2014**

*Note: Wednesday, December 25<sup>th</sup> is Christmas. Proposed Christmas service for Sunday, December 22.*

\* The Planning Period is a 3-week window for scheduling, planning, and promotion creation by The UC NYC Team – (*organizing small group hosts, volunteer team leaders, deciding on events for the next quarter, scheduling Spiritual Brunch and contacting facilitators, creating Calendars, Small Group booklets, etc.*) Decide on which ideas will be incorporated into the next season’s calendar, and which ones will be “parked” for future. Ensure that the calendar isn’t “over-filled,” yet balanced and the staff can appropriately promote and put on all decided events in a high-quality way that is in keeping with the desired brand experience.

### Proposed ministry activities that are ONGOING all-year and *always* emphasized:

1. 10am Sunday Service (kidsLIFE children’s ministry and Life Lounge)
2. pre-service Roots gathering
3. Wednesday night Connect Groups
4. Saturday Spiritual Brunch (divine principle study)
5. Saturday Up&Coming youth group @ Tarrytown

### Proposed “Launch” Sundays\*:

- Sunday April 14
- Sunday July 14
- Sunday October 13

\* Launch Sundays give the church congregation four opportunities a year to see clearly all the opportunities, happenings, and events offered by The UC NYC so that they can easily plan their calendar accordingly. They can sign up for new small groups, classes, membership opportunities, etc.)

### Proposed Team Planning Nights\* for 2013:

- Monday evening March 18
- Monday evening June 24
- Monday evening September 23
- Monday evening December 16 (scheduled earlier due to the holidays)

\*Team Planning Nights are for all ministry team leaders (Youth leader, Small Group coordinators, kidsLIFE leader, Young Adult leader, Volunteer coordinator, Couples’ ministry leader, etc.) who want to propose events/activities as well as brainstorm ideas with Pastor Andrew for the upcoming 10-week season, such as dance social themes, class series, emphasized small groups, retreats, holiday planning, etc.

### To have prepared *before* each Team Planning Night:

**Pastor Andrew:** Decide on message themes, titles, goals/attitudes for the next 10 weeks. Perhaps a theme (*ie. Together, Live out Loud, Life is Beautiful*). This will help inform what events would be appropriate for the season. For example, a finance class would fit well during a message series about Abundance.

### **Proposed “Team Planning Night” Goals to accomplish:**

1. Make sure all holy days and holidays (fourth of July, Easter, etc.) are identified.
2. Andrew to communicate Big Ideas to team. (message themes, providential activities, etc.)
3. Decide on appropriate “next steps” after each Sunday Message. Messages should leave people wanting to act. For example a message about going deeper in relationships should end with an announcement about Connect Groups, which would also be on the bulletin that week.
4. Identify Connect Group possibilities (Which groups? Who is hosting? Journey curriculum: Starting Point, wired)
5. Identify and brainstorm ideas for Spiritual Brunch on Saturdays (who will facilitate)
6. Identify community members who may be guest speakers on given Sundays (recommended that young adults are brought up “interview” style and dialogue with pastor Andrew about the theme for the month. Other guest speakers are made aware of the message theme/series in advance)
7. Identify date(s) for Membership Class (one class a quarter is recommended)
8. Any new ministries launching? Couple’s ministry? Recovery ministry, etc.? Brainstorm ideas for “launching” these new initiatives with a bang.
9. Identify any youth retreats, camps, workshops.
10. Brainstorm any events that might be “fun” events for the season that correlate to the quarter’s theme (such as a Family Fun day in Summer etc.)
11. After brainstorming all ideas/events with the Team, narrow down which events will get scheduled and add it to the calendar. Write down tentative Event Name, audience, purpose, main Event Coordinator/Point Person, and other details such as Emphasis for Communication: High, Medium, Low. (This will inform the Communications Team of which communication vehicle will announce these events) Make sure that the Team feels confident that each scheduled event can, not just be “pulled-off,” but done well! If it seems to unreasonable or too big of an event to make a success, then it shouldn’t be scheduled until later. Every event should succeed, be well attended, and be “talked about” afterwards by attendees.
12. Make sure each team member has communicated their desires for their given area of ministry (for example the Young Adult leader has informed the team of their ideas for upcoming Youth Parties, workshops, the Volunteer Coordinator wants to schedule an Appreciation Dinner, kidsLIFE Team Leader wants to schedule a volunteer orientation Sunday, etc.)
13. Try to get a solid calendar decided on by the end of the evening and hand each team member a copy so that they are aware of all upcoming events that are being scheduled at The UC. Each team member should be informed so that they can be a resource for church members who may have questions, as well as avoid scheduling conflicts that may arise when the team is not aware of what all is happening (for example a Dance Social may be planned last minute the same night as a Membership Class.)

### **Goals for *after* the Team Planning Night to get ready for the Launch Sunday/upcoming quarter:**

1. Communications Director/Creative Team will begin designing and focusing on graphics, promotions, and marketing for decided events. These will go in bulletins, slides, website, etc.
  - a. Communications Team will serve as the eyes and ears, protecting the various touch points to guarantee everyone involved is telling the same story, providing the same experience.
  - b. Depending on the scope of the event or project, the Communications Team will coordinate the tasks and people associated with, but not limited to:
    - Sunday Service announcements, pre-service slides
    - Video Announcements
    - Bulletin (content, inserts)
    - theucnyc.com
    - table registration/sign-ups
    - signage
2. Small Groups Coordinator works with hosts and nails down a solid list of upcoming groups in the next week and then gives the list to the Creative Team for design of the booklet for Launch Sunday.
3. If applicable, Volunteer Coordinator prepares and identifies areas for volunteering and makes a plan for delegating and receiving volunteers when they come.
4. Video announcements are scripted, filmed *after* the graphics are created.
5. Registration logistics for events are developed.
6. Events Calendar (printed, for web) is created.
7. Production for each event is coordinated by the Event Coordinator or Pastor Andrew (sound, music, ushers, etc.)

### **Sunday Service Promotion goals (for “High” category promotions):**

**Four weeks in advance:** Video announcement is scripted.

**Three weeks in advance:** Video announcement is filmed.

**Two weeks in advance:** Finalized postcard is inserted into the bulletin and added to the website home page. Media trailer/video announcement is shown in service.

**One week in advance:** Web page updates homepage, Enewsletter is sent out, facebook page is coordinated. Video announcement shown again.