

# Overview

- A Unified Campaign
- Engaging Young Adults
- Top 3 Priorities
- Thank You!

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# A Unified Campaign



**Question:** “We are launching kids, students, groups, and local missions events for the fall. Would you attempt to create a campaign that involves all of them? If so, what are possible themes?”

**Thoughts on Separate Campaigns:** Separate campaigns for each group can allow for tailored messaging that can address the specific concerns and motivations of each audience. However, a point of consideration would be that this method would require additional resources to develop the extra campaigns.

**Unified Campaign Response:** A single campaign for all promotes a unified vision, which is beneficial for missions as it fosters a sense of purpose across a broader audience. This approach is also more efficient in terms of resource use. I would work to create a unified campaign that would involve all of these groups. A cohesive theme can draw the community together and create a sense of excitement and unity across all age groups and ministries. It would be crucial to ensure that all materials, regardless of the target group, share consistent branding elements, such as Parkview’s colors, logos, and key messages, to maintain a cohesive look and feel.

**The next 3 slides list examples of possible themes for unified campaigns.**



# Theme 1:

## *Planting Roots & Spreading Wings*

01



### Concept

This theme symbolizes the foundation (roots) we build through our faith and the growth (wings) that allows us to reach out and make a difference.

02



### Kids

Activities and lessons focused on the "roots" of faith, using fun and interactive methods to teach fundamental biblical stories and principles.

03



### Students

Engage with the idea of growth and exploring one's faith journey, emphasizing how they can spread their wings and impact their schools and communities.

04



### Groups

Small groups can focus on deepening their roots through study and discussion while planning outreach activities that let them use their wings.

05



### Local Missions

Encourage participants to spread their wings by serving the local community, with projects that are rooted in love and compassion.

# Theme 2:

## *Together We Thrive*

01



### Concept

Emphasizing community and collaboration, this theme highlights how every individual's growth contributes to the flourishing of the whole community.

02



### Kids

Group activities that encourage teamwork and cooperation, teaching them the value of working together in faith.

03



### Students

Campaigns and events that foster peer support, leadership, and collective action in their faith journey.

04



### Groups

Focus on building strong, supportive networks through small group activities and community service projects.

05



### Local Missions

Collaborative missions that bring different groups together to serve the community, showcasing the power of unity in action.

# Theme 3:

## *Faith in Action*

01



### Concept

Encouraging everyone to live out their faith in tangible ways, this theme connects belief with action.

02



### Kids

Hands-on activities and stories that show how biblical heroes put their faith into action.

03



### Students

Initiatives that challenge them to take active roles in their schools and neighborhoods, living out their faith through service.

04



### Groups

Bible studies and group discussions centered on practical applications of faith, coupled with community service projects.

05



### Local Missions

Organizing events where the entire church community can come together to serve and demonstrate their faith through action.



# Engaging Young Adults

The first step in engaging any audience is to *understand* them. Today's 20-somethings live in the "TikTok era," and are accustomed to quick, easily accessible videos.

With this in mind, I suggest creating diverse content that resonates with this demographic. This could include relatable photos featuring peers, short videos with various messages, and longer videos incorporating user-submitted content (combining user and church content), all unified by our core message.

With Instagram, engaging 20-somethings requires a mix of authenticity, relevance, and interaction.

***The next 3 slides outline my approach to engage this age group:***

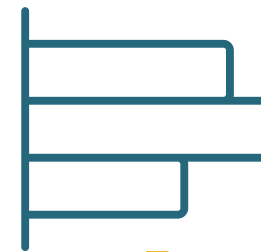


# Content Strategy



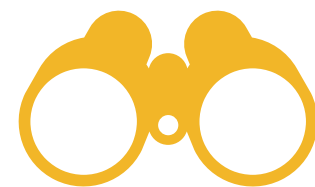
## Relatable Stories

Share real-life stories and testimonies of people in their 20s from the church community. Highlight their faith journeys, challenges, and triumphs to foster a sense of connection and relatability.



## Interactive Content

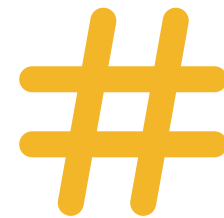
Use polls, Q&A sessions, and interactive stories to engage followers. Encourage them to share their thoughts, experiences, and questions about faith and life.



## Behind-the-Scenes

Provide a glimpse behind the scenes of church events, planning sessions, and daily life within the church community. This can humanize the church and make it more approachable.

# Engagement Tactics



## Challenges & Campaigns

Launch hashtag campaigns and challenges that encourage participation. For example, a “Faith in Action” challenge where followers post about how they live out their faith daily.



## Collaborations

Partner with influencers and thought leaders within the faith community who resonate with this age group. Host live discussions or collaborative posts to expand reach and engagement.



## User-Submitted Content

Encourage followers to share their content related to their faith journey, tagging the church and using specific hashtags. Feature this content on the church’s Instagram to build a sense of community and involvement.



# Visual and Aesthetic Appeal



## Consistent Branding

Maintain a visually appealing and consistent aesthetic that aligns with the church's values but also resonates with younger audiences. Use vibrant colors, modern design elements, and high-quality visuals.



## Short Videos & Reels

Create engaging and visually appealing short videos and Reels. These can include snippets of sermons, event highlights, faith-based tips, and inspirational messages.



# Top 3 Priorities





# 1. Clarity and Simplicity



## Clear Messaging

Ensure that the message is clear and easy to understand. Avoid jargon and complex language to make sure the content is accessible to everyone, regardless of their familiarity with church-specific terminology.



## Concise Communication

Keep the communication concise and to the point. Respect the reader's time by providing the essential information upfront and offering additional details as needed.



## 2. Engagement and Relevance



### Audience-Centric

Tailor the message to the specific audience, considering their interests, concerns, and needs. Use a tone and style that resonate with them to foster a stronger connection and sense of belonging.



### Interactive Elements

Incorporate elements that encourage engagement, such as questions, calls-to-action, and opportunities for feedback. Make the communication a two-way interaction rather than a one-sided communication.

### 3. Inspiration and Positivity



#### Encouraging Tone

Use a positive and encouraging tone to uplift and inspire the audience. Focus on messages that bring hope, motivation, and a sense of community. Audience response and engagement provide valuable data to determine the success of our campaign.



#### Faith-Based Motivation

Ground the communication in faith, offering biblical insights, and spiritual encouragement. Highlight how the message aligns with the church's mission and values, and how it can positively impact the reader's faith journey.