



STORY CHURCH

A Public Relations Client Pitch

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ABOUT REDEEMER COVENANT CHURCH



hosanna
ve Your
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me You
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Awake
giving
thank
Go
the

Overall Goal

To reach a greater number of people with the Gospel message through modernization of the church brand.

RESEARCH



RESEARCH - Current Standing

Redeemer Covenant Church

- Geographics
 - 2 square mile area which includes the Downey, Santa Fe Springs, and Norwalk
- Demographics
 - Attendance: 60-90
 - Median age: 40 yrs.
 - 60% Hispanic and 40% Anglo
 - 1st and 2nd generations
- Connections
 - El Encino
 - Bernabe Community Center
- Website
 - minimalist quality but lacks an overall visual consistency, church's logo is in links back to the home page
 - five items on the website's menu: Home, Explore, Contact, Give, and Log In
 - scrolling down leads to information about services and links that lead to upcoming events, past sermons, and contact form
- Twitter
 - currently @RCCDowney
 - 11 followers and 35 tweets
 - no consistency in posting
 - little or no interactions, one tweet has one like
- Instagram
 - 29 followers
 - 2 posts from 2014, 1st has 10 likes, 2nd has 15, no comments
 - least active social media account
- Facebook
 - created 2009
 - 148 likes, 152 followers, 475 visits
 - posts created at least once a month
 - Posts regarding upcoming church events had more interaction

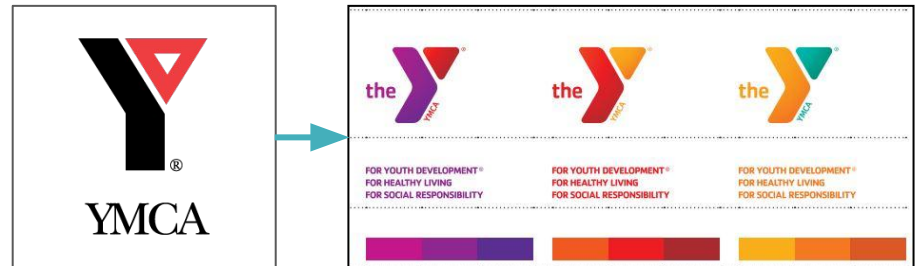
RESEARCH - Audience & SWOT

Church Members	Community Members
❖ Main congregation	❖ Community of Downey
❖ El Encino congregation	❖ Bernabe Community Center
❖ Leadership	

Strengths <ul style="list-style-type: none">• Diverse community• The congregation loves the church• The church trusts and respects Pastor Brad• Close knit community• A rich history in following God into all that he has for the church• Small congregation	Weaknesses <ul style="list-style-type: none">• Staff is only partly on board• Online presence isn't prominent
Opportunity <ul style="list-style-type: none">• Complete rebranding of church• In a high residential area• Located in an intersection between freeways	Threats <ul style="list-style-type: none">• Downey is a very church saturated area• A negative view of Christianity

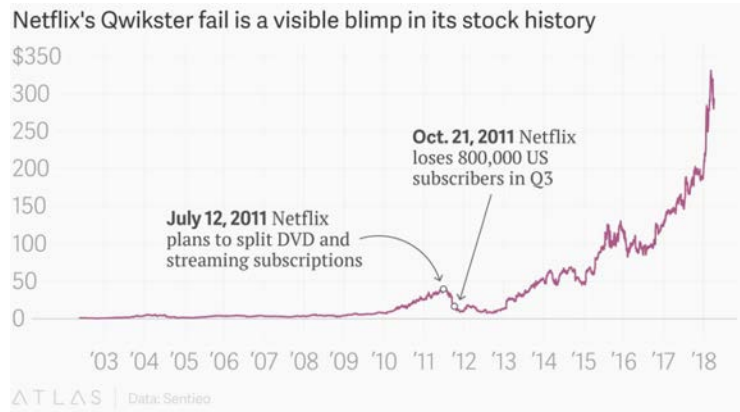
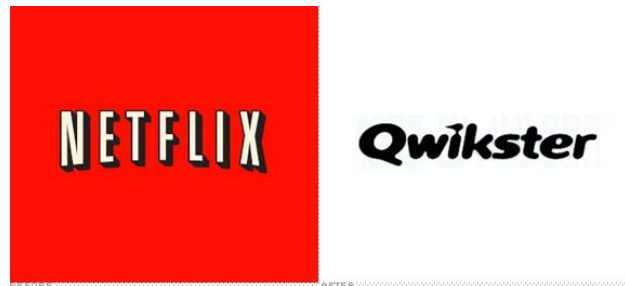
RESEARCH - Successful Rebrands

- The Church of Christ of Latter Day Saints
 - Commonly referred to as “Mormons” or “LDS”
 - Rebranding to distance themselves from their nicknames
-
- YMCA rebranding campaign in 2010
 - YMCA → The Y
 - Logo
 - Conciseness of Mission
 - Purpose
 - The Y changed, so the brand needed to change as well
 - Timeline - 5 years



RESEARCH - Netflix

- Founded in August 1997
 - By 2010, became largest source of internet streaming traffic in North America
- Events leading to rebrand
 - July 2011 - Significantly raised prices
 - \$9.99/mo → \$15.99/mo
 - Announced the company be split in two
- Netflix rebrands their DVD mail delivery service
 - October 2011 - Netflix → Qwikster
 - Color: Red → White
 - Only a two week process



Timing was a major factor of why the Netflix rebrand failed and why it was received so negatively by the Netflix's audience.

PROGRAMMING





NEED:

A CLOSER RELATIONSHIP WITH THE
HISPANIC CHURCH THAT STORY
CHURCH SHARES THE BUILDING WITH

OBJECTIVE 1

Have at least 50% of each congregation in attendance for the church beautification day.

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THE CHURCH BEAUTIFICATION DAY

CHURCH BEAUTIFICATION DAY

Join us as we beautify our church



August 25, 2019 | 8:00am-1:00pm



ONE BODY | UNIDOS

CHURCH BEAUTIFICATION DAY



NEED:
TO REACH A GREATER NUMBER OF
PEOPLE WITH THE GOSPEL MESSAGE

OBJECTIVE 2

Increase church membership by 20% by
January 5, 2020.

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LOGO AND COLORS



STORY
CHURCH
DOWNEY, CALIFORNIA

STORY
CHURCH
DOWNEY, CALIFORNIA

STORY
CHURCH
DOWNEY, CALIFORNIA

#44afbb

#bcbdc6

#4e4e4e

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WEBSITE AND APP

[Home](#)[About Us](#)[Sermons](#)[Events](#)[Our Ministries](#)[Donate](#)[Visit Us](#)

WELCOME TO

STORY CHURCH

In Your Kingdom
broken lives are made new
You make us new

Sing and
make music

Always
giving
thanks to
God



Let's Chat!



[Home](#)[About Us](#)[Sermons](#)[Events](#)[Our Ministries](#)[Donate](#)[Visit Us](#)

UPCOMING EVENTS

JOIN US AT 9:30 AM

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

SEE ALL EVENTS

13
AUG

21
SEP

02
OCT



Let's Chat!





SIGN UP

LOGIN

John Doe

Full Name

john.doe@mail.com

Email

••••••••

Password



HOME



SERMONS

EVENTS

LIFE GROUPS

PRAYER
REQUESTS

CONNECT

OUR MINISTRIES

GIVE

LIVE STREAM



EVENTS



11/3
9:30 AM

Church Beautification Day
Meet in front of church
+ Add to calendar

11/18
7 PM

Men's Bible Study
Room 102
+ Add to calendar

11/19
7 PM

Mom's Night Out
Social Room
+ Add to calendar

11/28
9 AM

Pre-Church Coffee/Fellowship
+ Add to calendar



LIFE GROUPS

REED LIFE GROUP

Address:

.....

Contact: Pastor Brad

SIGN UP

MANSELL LIFE GROUP

Address:

.....

Contact: Steve Mansell

SIGN UP



PRAYER REQUEST

Subject Title

ENTRY: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut ero labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco poriti laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in uienply voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat norin proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

🕒 December 2, 2019

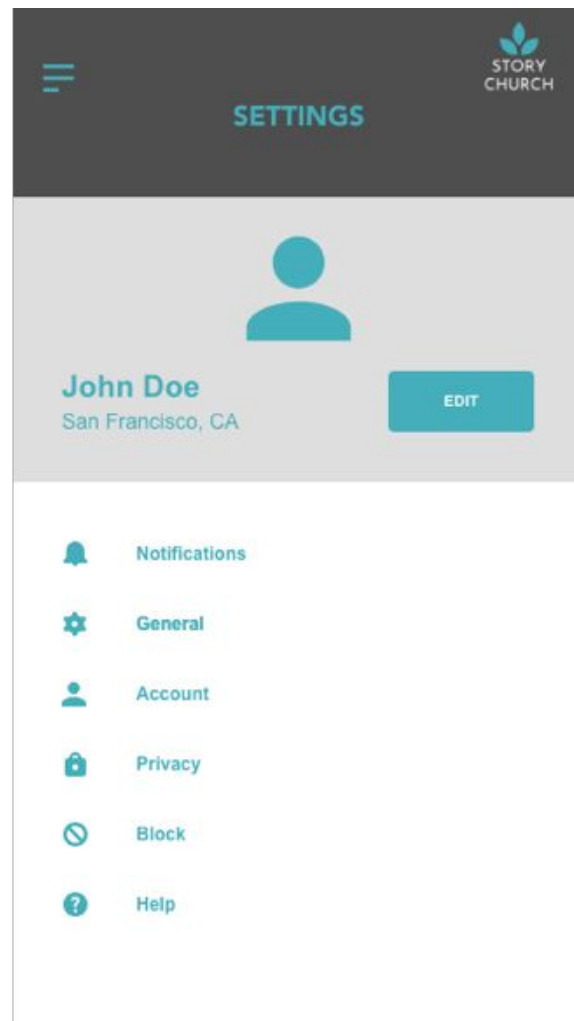
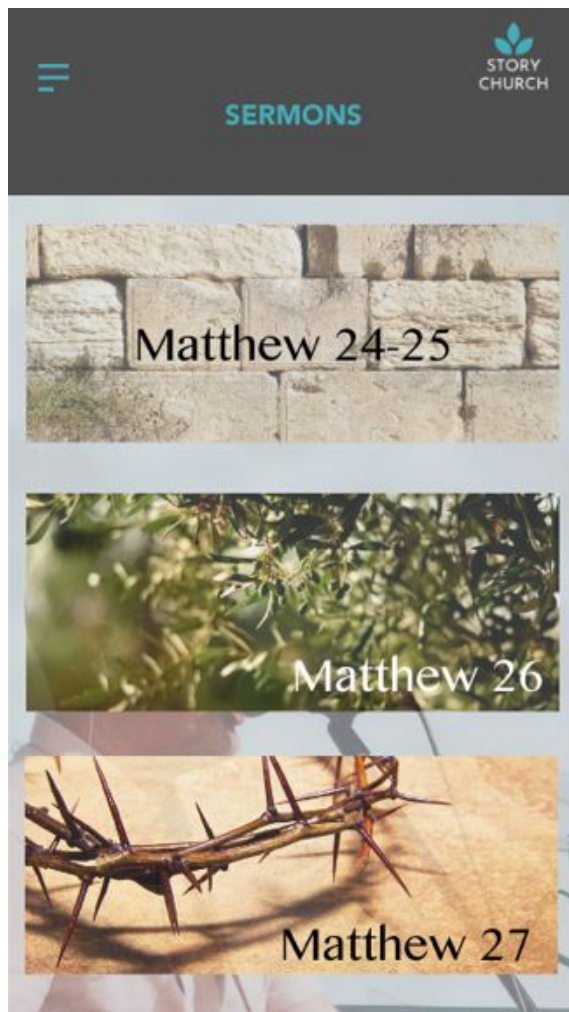
SUBMIT



PRAYER REQUEST

SUCCESS!

Thank you for submitting your
prayer request.
Story Church will be praying.



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EVENTS LEADING UP TO CHRISTMAS

RELATIONSHIP BUILDING EVENTS LEADING UP TO CHRISTMAS

HARVEST PARTY

This would be a time for community members to come together and play safe and fun games.

DISNEY MOVIE NIGHT

This would be an event for families to come and have a time of fun and safe fellowship

MOM'S NIGHT OUT

This would be a time for mothers to come and have a relaxing night with friends. There would be a strong push for the women of the congregation to invite those who do not attend church.

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CHRISTMAS EXTRAVAGANZA

CHRISTMAS EXTRAVAGANZA

SPECIAL OFFERING

This offering would be for the church to give to the outreach activities that would occur during the Christmas Extravaganza month.

LOVE YOUR NEIGHBOR SEMINAR

This event would be for church members to come and learn about how to best reach the people in their lives using the BLESS method.

COMMUNITY OUTREACH

This would be a time in which the church can reach people who may have a hard time making ends meet during the Christmas season. This would be where the special offering money would be given.

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FIND YOUR GIFT
SURVEY AND
MEMBER
CELEBRATION

FIND YOUR GIFT SURVEY AND MEMBER CELEBRATION

FIND YOUR GIFT SURVEY

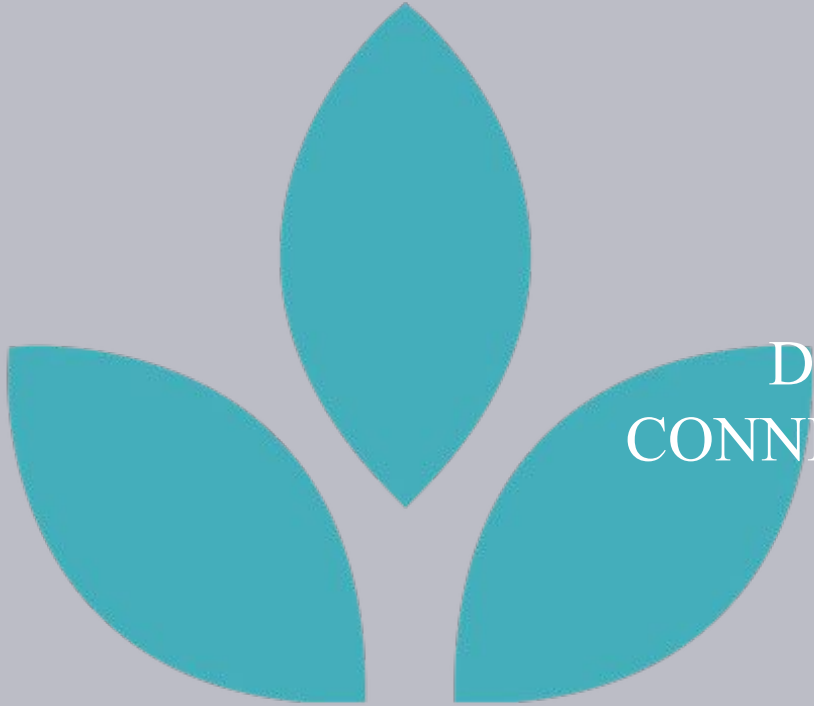
On January 5, 2020, a survey will be passed out to all in attendance. This will include basic questions such as name, address, and other demographics, as well as a section for the individual to indicate whether they have any special skills or talents that they would want to use to contribute to the congregation.

HOW TO USE YOUR GIFTS SEMINAR

After the surveys are processed, have a seminar that will take place after the service on January 19. This will allow time for Pastor Brad to cast a vision for the newly growing congregation, in which they all use their gifts and talents to further the body of Christ.

MEMBER CELEBRATION

The surveys would also include questions about birthdays and anniversary dates. On the first day of every month, there can be a celebration of all the birthdays and anniversaries of that month. The individuals can stand in the front and get sung to and, after the service, there can be cake for the congregation to enjoy.



NEED:
DEEPER RELATIONSHIP WITH THE
CONNECTED MINISTRY, THE BERNABE
CENTER

OBJECTIVE 3

Increase church volunteering at the Bernabe Center by 30% by June 5, 2020.

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STORIES OF BERNABE

STORIES OF BERNABE

SOCIAL MEDIA CAMPAIGN

Throughout the year, interviews of people affected by the Bernabe center will be conducted. Those stories will become the content posted on the Bernabe social media accounts.

IN-SERVICE SPEAKERS

Encourage people who have graduated and have gone through the Bernabe Center program come and speak on Sunday of the impact that it has had on their lives.

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EVENTS WITH BERNABE

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MOVIE UNDER THE STARS

This would be a Bernabe Summer event in which church members are encouraged to attend. Children would be encouraged to bring a large cardboard box and materials to decorate it. They would then be able to make their box into their own “cars” and set them in front of the screen to create a “Children’s Drive-in Theater”. A family-friendly movie can be projected onto a screen

CHILDREN’S BOOK

READINGS

Once a week during Summer, there will be a reading of a children's book by a volunteer. This would be open to the public.

NEIGHBORHOOD POTLUCK

DINNER

This event would take place during the Summer. Everyone from the church would be encouraged to bring food to the Potluck and the children of Bernabe would be invited to attend.

IMPLEMENTATION



TIMELINE: OBJECTIVE 1

- **May 26, 2019:** Start having biweekly meetings with the pastoral and leadership teams of El Encino
- **July 21, 2019:** Fliers sent in to print
- **July 28, 2019:** Announce the Church Beautification Day to both congregations
- **July 28, 2019:** Fliers are released
- **July 28, 2019:** Sign-ups are provided as well as a place to donate specifically to the project
- **July 31, 2019:** Social Media Release: Create the Facebook event and invite members of both congregations, post on Instagram, post on Twitter
- **August 25, 2019:** Church Beautification Day

TIMELINE: OBJECTIVE 2

- **May 19, 2019:** Story Church name announced
- **May 19, 2019:** Weekly and twice a week posting begins
- **June 30, 2019:** New website finished
- **July 10, 2019:** Disney Movie Night
- **August 3, 2019:** Mom's Night Out
- **September 22, 2019:** Fliers sent in to print
- **September 29, 2019:** Fliers given to church members to give out and posters are up around the community
- **October 26, 2019:** Halloween or Harvest Community Party
- **November 3, 2019:** Christmas Special Offering and Love Your Neighbor Seminar are announced
- **November 10, 2019:** Christmas Special Offering taken in person (and available online till the end of the year)
- **November 15, 2019:** The Love Your Neighbor Seminar
- **December 1, 2019:** The Christmas Extravaganza Community Outreach begins and continues throughout the month
- **December 24, 2019:** Christmas Eve Service
- **January 5, 2020:** Find Your Gift Survey passed out to all people present at the church service (will be available next week as well)
- **January 19, 2020:** Host a How to Use Your Gifts Seminar
- **January 19, 2020:** Celebrate January birthdays (they will normally be the first Sunday of the month, but this one will be later as it takes into consideration the processing of the surveys)

TIMELINE: OBJECTIVE 3

- **May 26, 2019:** Speaker from Bernabe comes and speaks to the congregation at the beginning of the service: sign-ups are available
- **May 26, 2019:** Leader encouragement to be a volunteer begins
- **May 31, 2019:** Weekly Social Media posts begin for the Stories of Bernabe Campaign
- **June 2, 2019:** Movie Under the Stars is announced
- **June 22, 2019:** Movie Under the Stars
- **July 3, 2019:** Weekly Children's Book reading begins
- **August 10, 2019:** Neighborhood Potluck Dinner

BUDGET

Item	Quantity	Cost
Domain Name: storychurchdowney.org (storychurch.com and storychurch.org were taken)	1	\$11.97 per month
Sunday Bulletins	150	Approx. \$60.00 (\$0.40 ea.) per 150 bulletins
Church Beautification Day Materials: Event Flyers	200	\$67.48 through vistaprint.com
Church beautification Day Materials: Mulch	10 bags, 2 cubic ft. ea.	\$33.30 per 10 bags or \$3.33 per bag from Home Depot
Church Beautification Day Materials: Trash Grabber Tool	24	\$24 for 1 pack of 24 through the Dollar Tree store (the cheapest deal on the internet)
Church Beautification Day Materials: Flowers	One 4-pack container	Approx. \$30.55 per container or \$61.10 for 2 containers from Home Depot
Church Beautification Day Materials: Trash Bags	One box of 32 heavy duty trash bags, 42-gallon size	\$17.97 per box
Monthly Birthday/Anniversary Celebration: Cake	1	\$20-28
Movie Night at Center: Posters	10	\$22.90 from vistaprint.com

Movie Night at Center: Popcorn	4 packs of Popcorn Kernels, Original Yellow, 45 Oz	\$19.32
Movie Night at Center: Lemonade	4 bottles of Lemonade	\$15.96
Halloween/Harvest Community Party: Posters	10	\$22.90 from vistaprint.com
Halloween/Harvest Community Party: Flyers	200	\$67.48 through vistaprint.com
Halloween/Harvest Community Party: Baby pumpkins	35	Approx. \$45
Halloween/Harvest Community Party: Sharpies for decorating	2 packs	\$12.30
Halloween/Harvest Community Party: cupcakes	One 12 pack	\$3.49 from Target
Mom's Night Out: Posters	10	\$22.90 from vistaprint.com
Mom's Night Out: Flyers	200	\$67.48 through vistaprint.com
Mom's Night Out: Containers for sugar scrubs	40 6 oz clear square Firenze jar	\$28.40 from Container and Packaging Store
Mom's Night Out: Brown sugar for sugar scrubs	Five 4 lbs. bags	\$22.74
Mom's Night Out: Coconut oil for sugar scrubs	Two jars of 84 fl. oz. organic coconut oil	\$34.38
Weekly coffee	One 30.5 oz. container/bag of coffee	Approx. \$7.48
Weekly water	Two packs of 24 bottles	Approx. \$7

Weekly donuts	2 cases of one dozen	Approx. \$20
		Estimated Total For All Events ~ \$582.55 Estimated Regular Monthly Total ~ \$286

TOTAL FOR EVENTS

\$582.55

TOTAL MONTHLY
\$286

LORD FORGIVES

EVALUATION



EVALUATION

Have 50% of each congregation in attendance for the church beautification day.

- Delegate a church member/leader over counting every Sunday
 - Monitor volunteer amount through check-in station at event
 - Count volunteers from each congregation, compare with Sunday counts

Increase church membership by 20% by January 5, 2020.

- Count total Gift surveys filled out
 - Determine percentage of membership increase
 - Analyze for common responses

See church volunteership increase by 30% at the Bernabe center by June 5, 2020.

- Survey - Google Form emailed & Paper Survey at Bernabe
 - Compare volunteership numbers pre and post-campaign numbers
 - Determine percentage increase



THANK YOU QUESTIONS?