

PROPOSAL

STRATEGY FOR REBRANDING
Central Presbyterian Church

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PRESENTED BY

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DISCOVERY

CONCEPT WORK TO DATE

- Review past rebranding work to date
 - Design & discussion from Tina
 - Committee direction and comments
- Collect existing marketing material samples

INTERVIEWS

- Pastor / church leadership
 - Explore the foundation of faith for CPC
 - What is CPC's mission - beyond fundamentals of faith?
 - Define current member demographics
 - Walk through CPC's history.
 - Where do you see CPC in 5 years? in 10 years?
 - Explore what is working, what is not (in forward movement planning)
- Administrative staff
 - Identify all communication / publicity tools being used
 - Outline current ministries & programming
 - Explore what is working, what is not (in execution)
- Congregation
 - Survey what they value in CPC
 - What makes CPC unique in our community?
 - What attracted you to CPC?
 - What would you like to see in the future for CPC?

MARKET RESEARCH

- Identify market region, based on past member demographics
- Identify competitor churches
 - Based on location
 - Based on faith - presbyterian only
- Identify population groups at 5 miles, at 10 miles.

DELIVERABLES

TIMELINE: 2 WEEKS

- List of all marketing products to be revamped
- Understanding of target market
- Positioning statement for CPC

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DISCOVERY

IDENTITY

KEY NARRATIVES

- From discovery, identify key themes that resonate throughout church
 - Who is CPC? What makes CPC unique?
 - Where are we moving forward?
- Solidify vision statement - what do we want to see in the world?
- Solidify mission statement - what is our motivation?
- Define values or statement of faith - what is our approach to the above?
- Address purpose of tag line - advertising campaigns
 - This is not being visited in workscope as decision for change has been made.

LOGO DEVELOPMENT

- Conceptual design
 - How do key themes take shape visually
 - Explore iconography for logo (black and white only)
 - Initial drafts with staff only (8-10 typical)
 - Second drafts incorporate staff comments for staff review
 - Third drafts presented to committee (3-4 typical)
 - Final draft approved by committee (1-2 variations explored)
- Design Development
 - Explore color models, including primary, secondary and tertiary color
 - Initial drafts with staff only (4-5 typical)
 - Second drafts presented to committee (3 typical)
- Typography
 - Fonts are addressed through logo selection / variations presented
 - What makes CPC unique in our community?
- Iconography
 - Identify graphic elements to be incorporated into marketing design.
 - Identify stock photography to be incorporated into marketing.

IDENTITY MANUAL

- Draft report which identifies logo variations, color PMS, typography and rules.

DELIVERABLES

TIMELINE: 2 WEEKS

- 8-10 logo concepts, 4-6 color concepts
- Identity manual

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DISCOVERY

IDENTITY

INTERNAL

COLLATERAL MATERIALS

- Work with staff/leadership to develop concepts for:
 - Design for letterhead, envelopes, business cards
 - General office forms
 - Personal communication - note cards, note pads

COMMUNICATIONS

- Work with staff/leadership to develop concepts for:
 - Weekly bulletin
 - Newsletter
 - Pew inserts - Welcome, prayer request, donation, mailing list
 - Email signatures

RESOURCE MATERIALS

- Work with staff/leadership to develop concepts for:
 - Report templates
 - Poster templates / models
 - Presentation / slide show templates
 - Signage / banner templates

PRESENTATIONS

- Present display boards of collateral and communication products to committee
 - Address / revise for any comments they may have
- Introduce new identity to church body
 - Discuss the activity happening at annual meeting
 - Present final logo, key narratives in bulletin and newsletter

DELIVERABLES

TIMELINE: 4 WEEKS

- Collateral, communication & resource materials identified
- Presentation materials to church body

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DISCOVERY

IDENTITY

INTERNAL

EXTERNAL

WEBSITE

- Discuss purpose and audiences served by website.
- Define scope of content to be included.
- Develop skeleton to show structural organization of content.
- Discuss strategy for launch - quickly live with content in phases or lightswitch for all
- Develop design concepts for discussion (2-3 design concepts, 2-3 pages)
 - Present initially to staff / leadership for review & comment
 - Present to committee for comment
 - Final concept review with all, if needed
- Gather necessary resources
 - Content from existing site
 - Stock photography & graphics
 - Narrative from staff
 - Invitation to committees to share photographs, notes, etc.
- Address search engine optimization
- Build website in-house.
- Set up analytic reports for monitoring performance
- Set up online forms & relay, test performance.
- Transfer domain, website is live.

SOCIAL MEDIA

- Identify social media opportunities
 - Audience, value and desired content for each
 - Show sample examples of how they can be used
- Set up new social media, if needed.
- Explore popular content / hashtags relative to church life
- Load new branded artwork, profile images and headers.
- Clean up existing social media, remove awkward content, if any.
- Develop master calendar for automated posted content.

BLOG

- Discuss purpose and value of blog
 - Strengthening search engine optimization
 - Automating social media content
 - Growing readership (RSS feeds)
- Explore content ideas with staff
 - 1/3 about CPC, 1/3 about members/community, 1/3 viral human interest
- Will be developed as part of website

PRESENTATION MARKETING

- Design necessary brochures, which may include:
 - Come to church!
 - Welcome new members
 - Weddings
 - Program specific - children & youth, women of central, etc.
- Design direct mail postcards/products, which may include:
 - Welcome to neighborhood
 - Come to church!
 - Vacation Bible School

EMAIL MARKETING

- Explore content of current mailing lists
 - Explore opportunities to grow mailing lists
 - Variations suggested - current members, new members, community
- Design new email newsletter template
- Create calendar of stories / topics, which might include:
 - Getting to know members features
 - Inspirational stories / passages
 - In our community - connecting beyond CPC walls
 - Content other than bulletin/newsletters

PHOTOGRAPHY

- Photograph church architecture
 - Outside building, neighborhood context
 - Inside architectural features
 - Inside meeting / community spaces
- Photograph headshots of staff / leadership
- Photograph the personality of the church
 - Worship
 - Groups in activity
 - Service to community
 - Major events, such as VocalPoint concerts
- Create original stock photography for CPC using models

DELIVERABLES

TIMELINE: 4 WEEKS (WEBSITE / BLOG)
1 WEEK (SOCIAL MEDIA)
2 WEEKS (EMAIL CAMPAIGN)

- New website
- Social media accounts (to be confirmed)
- Editorial calendar for digital marketing
- Photography (to be confirmed)

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DISCOVERY

IDENTITY

INTERNAL

EXTERNAL

ASSESSMENT

YEAR END ASSESSMENT

- Involve necessary stakeholders
 - Staff / leadership
 - Committees
 - Session
- Assess process of rebranding
 - Has proposed scope been completed?
 - What is perception of results?
- Develop marketing plan for 2019
 - Next steps in narrative content
 - New design products to be developed
 - Budget for production as needed