

REBRANDING PROGRESS REPORT

JUNE 19, 2018 (SESSION MEETING)

PROCESS FOR REBRANDING

- **Work Plan Submitted and Approved by Rev. Colby (01/30/18)**
 - Addresses full scope of identity, communications and marketing.
 - Prior efforts by Tina Orosz reviewed and incorporated where reasonable.
 - Completed in-house, fresh start from beginning with no added cost.
 - Workload is shifted to key staff, with NMVC serving as sounding board/approval.
- Work plan includes solutions for the following:
 - Key narratives that address mission, vision and values
 - New logo
 - Collateral materials (letterhead, envelopes, business cards, etc)
 - Communications (bulletin, newsletter, email marketing, pew inserts)
 - Website relaunch (new design and platform that is mobile friendly)
 - Social media (updates and expansion)
 - Blog (strengthen search results and share viral news)
 - Brochures, postcards, etc.
 - Building signage
 - Photography (architecture, staff, events, etc)

PHASE ONE: DISCOVERY

- **Insight Questionnaire** - Key Staff and New Member Committee (03/27/18)
 - Multiple questions and approaches to address the following key questions:
 - Structural: *Define the space/context of our work?*
 - Emotional: *What is the tone of our message?*
 - Audience: *Who are our key demographics and focus?*
 - Purpose: *What are our relevant missions and goals?*
 - Effort: *How do we achieve our goals?*
 - Session discussions and identified goals were also incorporated in review.
 - » **RESULT: Key narratives and design themes defined.**
- **Website Audit** - Discussion with Key Staff (03/27/18)
 - Reviewed current content and key audiences served (members, church seekers, staff, community).
 - Brainstormed the individual needs of each audience group and what content will serve them.
 - » **RESULT: Identified 52 points of content that need to be addressed in new website.**
- **Direction of Design** - Discussion with Key Staff and New Member Committee (04/17/18)
 - Explore the tone and style in which logo design will emerge.
 - Legacy:* Build upon history, conservative, straight forward, factual.
 - Evolution:* Aspirational, emotional presentation.
 - Abstract:* Fluid style, interpretive phrasing and alternative imagery.
 - » **RESULT: Recognition by team that our approach would need to merge elements of all.**

- **Explore Demographics** - Discussion with Rev. Colby (04/30/18)
 - Identified neighborhoods where most Central members emerge from.
 - Discussed the statistical travel habits of church goers nationwide.
 - Reviewed demographic data for all Saint Paul neighborhoods
 - Identified factors which will should impact how we market Central.
 - Example: 93% of downtown St. Paul households do NOT have children. So, advertising VBS or children's events in Downtown Voice would offer little benefit. 30% of downtown residents have lived here less than a year. So, we should promote Central networking activities and meals.

» **RESULT: Provided a better understanding of how we reach specific groups in our marketing.**
- **Pursue Growth** - Discussion with Rev. Colby (04/30/18)
 - Took a statistical look at practices of fastest growing congregations in America.
 - The hospitality to visitors and post visit follow up impacted growth more than any other factor (such as advertising, new resident welcomes, events).

» **RESULT: Reaffirmed the importance of visitor hospitality and follow up to ensure growth.**
- **Key Narratives** - Discussion with Key Staff and New Member Committee (05/01/18)
 - Reviewed the culture of Central and possible key themes that will emerge on website and in marketing.

» **RESULT: The following statements will be part of our rebranding focus:**

 1. *We put our **faith into action** by nurturing spiritual growth and reflecting the call of God to serve our neighbor.*
 2. *We **transform our communities** by promoting social justice and engaging others in ministries that drive change.*
 3. *We **invite everyone** to the table, sharing fellowship, worship, meals, music and works as one body.*

PHASE TWO: IDENTITY

- **Step 1 - Logo Concepts** - Presented to Key Staff and New Member Committee (05/01/08)
 - 14 concepts (19 options) produced in black and white with the following themes:
 - Christian symbolism - cross, Bible, Holy Trinity
 - City presence, Saint Paul skyline
 - Charity and service
 - Building architecture
 - Growth
 - Welcome
 - Diversity
 - Typography
 - Invitation extended to all participants to share other ideas that might have been missed.

» **RESULT: 3 concepts selected to move forward.**
- **Step 2 - Logo Refinements** presented to Key Staff (05/15/08)
 - 27 concept refinements were produced.
 - Addressed critiques and suggestions from both groups in Phase 1.
 - After choosing one preferred option of each of the three concepts, the meanings of each was discussed.

» **RESULT: 1 concept selected unanimously to move forward.**
- **Step 3 - Color Modeling** presented to Key Staff (05/22/08)
 - 15 color themes presented to staff, plus 2 variations of color application styles.
 - Palettes included vibrants, earth tones, rustics, pastels, neutrals, suedes, rich deeps, etc.

» **RESULT: 2 selected to move forward.**

- **Step 4 - Color Refinements** presented to Key Staff (05/29/08)
 - 2 refinements prepared addressing requested changes.
 - » **RESULT: Final logo approved unanimously by Key Staff and New Member Committee.**
- **Identity Manual** developed (06/14/18)
 - Provides brand guidelines, rules and resources.
 - Key narratives
 - About the logo
 - Variations of principal logo layouts - tag line, horizontal, etc.
 - Variations for color application - full color, 1-2 colors, reverse, etc.
 - Variations of logo for ministries
 - Size recommendations
 - Changes to avoid
 - Color and font definitions
 - Typography styling
 - Design elements for other uses

NEXT STEPS:

- **Timeline for Announcements**
 - Session approval (scheduled for mid-June)
 - Soft launch: Introduction to congregation (propose for August newsletter)
 - Hard launch: Introduce to public via website launch / social media (proposed for Sept 1)
- **Website**
 - June: Design concepts for overall aesthetic
 - July: Selected design refinements
 - July / Aug: Load final pages, review of each section for approval
 - August: Soft launch of website, no fanfare
 - September: Hard launch of website with social media campaign, direct mailings, etc
- **Collateral Materials**
 - Design for letterhead, envelopes, business cards, forms, etc
 - Facility signage (interior and exterior)
 - Banners
- **Communications**
 - Weekly bulletin
 - Newsletter
 - Social media headers
 - Email campaign templates
 - Pew inserts - welcome, prayer request, donations, mailing list
 - Ministry brochures
- **Additional Discussions and Action Items in the Pipeline**
 - Marketing campaigns to promote Central within in different communities (neighborhoods, specific demographics, mission based populations).
 - Efforts to capture visitors as members.
 - Promoting the works of Central to those benefit from it (reintroductions, alliances, new initiatives).
 - Potential community partnerships to raise profile of Central.