

# **CHRIST CHURCH EPISCOPAL**

## **MARKETING & ENGAGEMENT UPDATE**

### **1/9/2020**

Several parishioners have asked the very good question about how we are inviting our neighbors into community with Christ Church. Good news! The Vestry decided last year to undertake a comprehensive, multi-faceted “pilot” to test various approaches in not only marketing, but also effectively introducing new parishioners to CCE.

On the marketing side, our Communications Manager, Jenny Fairchild, helped develop a creative and multifaceted communications plan including:

- New Welcome Videos on our website and social media channels for “church shoppers.” The website welcome video has been viewed over 100 times since it was published 9 months ago
- Facebook ads/promotional videos targeted to specific, local audiences (over 3,600 views for less than \$100)
- Print campaigns to help equip parishioners to invite others to church (considered the most impactful church marketing tactic, but difficult to obtain metrics)
- and a significant increase in seasonal roadside banners, including the additional of 9-foot feather banners at each entrance

On the newcomer engagement side, we also introduced the new tear-off sheets in the bulletin to make it more convenient for newcomers and parishioners alike to reach our clergy. Our pastors have been very busy this year personally meeting with each of the newcomers and connecting them to those groups in which they have interest. We also saw a huge increase in the number of prayer requests (a very good thing!) due to these slips. For those who like numbers: prorated we received about 110 bulletin tear-off sheets this year vs. 30 blue cards (remember those?) in 2018. Prorated, of the 110 tear off sheets, approximately 25 were from newcomers.

The Vestry is very pleased with these results and has recommended that we continue to reach out to our neighbors this year, inviting them into what we know is a life-giving community of faith.

Please reach out to your Vestry for more information, hold Christ Church in your prayers, and continue to invite others to church with you!

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Jr. Warden 2019