

GCC's Communication Priorities

May 2005

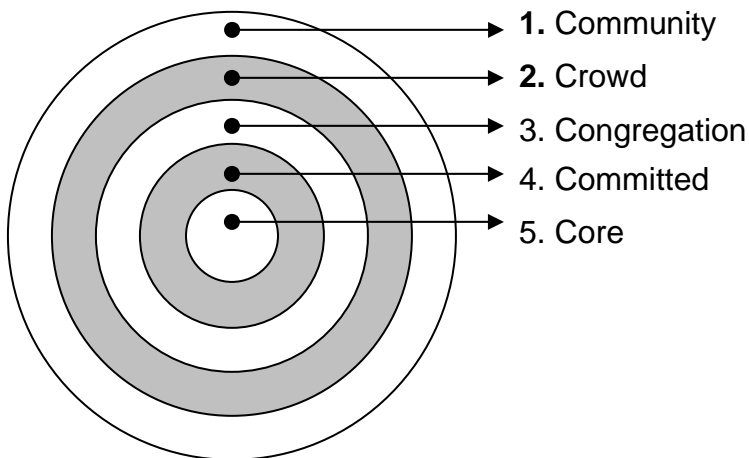
Our mission is to help people take their next step toward Christ through excellent, easy-to-use and easy-to-maintain communication tools. Our objective is to simplify everything our audience sees or touches, to make their life easier and more rewarding, in every aspect of their engagement w/ GCC and our ministries.

Branding Priorities

1. Weekend Felt-Need Series
2. The Church

Everything else is just a next-step opportunity under these two major umbrellas. There are no other umbrellas. We do not brand individual ministries.

Audience Priorities



Promotions

HIGH EMPHASIS

1. *This Week @ Main Venues*
 - a. Weekend Service
 - b. Midweek Service
 - c. Children's Service (0-5th)
 - d. Middle School (6th-8th)
 - e. High School (9th-12th)
2. *Next Steps*
 - a. Core Classes
 - b. Find a Group
 - c. Join a Team
 - d. Series next steps
(e.g., Budget seminar during Money Series, Volunteer Expo, Express Groups, etc.)
3. *All Church*
 - a. Baptism & Dedication
 - b. Campaign News
 - c. Large Group Events
(e.g., Men/Women Retreats, Harvest Fest, etc.)

We will primarily promote first-serve opportunities and next steps. More intimate connection, higher leadership and niche opportunities are facilitated in relationships by personal invitation and conversations; not all church promotions.

Potential High Emphasis Exposure: platform announcements, web home page, custom medias, direct mail, media releases, feature story in enewsletter, custom graphics)

MEDIUM EMPHASIS

1. *Mid Size Event Examples*
 - a. Budget seminar not tied to series
 - b. Campus Work Day
 - c. Precepts Study
2. Job Opportunities

Potential Medium Emphasis Exposure: bulletin, fact sheet (flyer for info desk), auditorium PowerPoint

LIGHT EMPHASIS

1. Other Niche News & Opportunities
(e.g., scrap booking, softball, poetry, golf outing, etc.)

Potential Light Emphasis Exposure: Event list on GCCwired.com, table tents