



Saint David's Strategic Planning Vestry Session Two

June 15, 2021

A

Define target membership segments and define specific worship/engagement journeys for each segment

Example Considerations (to be updated and expanded):

Empty Nest Core

- Community desire
- Wants to feel appreciated
- Traditional service
- Communication beyond money and volunteering
- Email

Older Family Core

- How to make work with parent schedule?
- Kids engagement
- Multi-generational outreach opportunities
- Social opportunities
- Facebook

Younger Families

- Peer community
- Services to allow participation
- Social opportunities
- Education connection
- 60 minute service
- Instagram

Millennials

- Spirituality / meaningful experiences
- Short, compelling projects / outreach
- Youth forums
- Community connection
- Diversity importance

Youth

- Active vs passive participation
- Busy schedules
- What's after Sunday school?
- Want to do things with others my age
- Outreach

Community Non Members

- Community connection
- Spiritual connection
- Social connection

Non-White

- Feel welcomed
- See others like me thriving and happy
- Congregation matches the broader community

**A**

Utilize target membership segments to develop a broad range of membership activities that will appeal to current and prospective church members

Example Ideas:

➤ Social

- Family bingo night
- Trivia nights
- Ladies supper club
- Spaghetti talent night
- Pancake suppers
- Yoga at Saint David's
- Book club
- Fall Festival
- Young Professional's group
- Family events
- Youth events

➤ Community

- New resident baskets
- Baby baskets
- Personalized birthday emails
- Better utilize front lawn for community welcoming events (BBQ's, tea party, dog bowls, concerts etc.)
- Church ambassadors

➤ Education

- Bible Study – potentially outside Sunday mornings
- Social issue lectures
- History lectures
- Youth options
- Small group Q&A or topics with Church leadership

**B**

Reimagine marketing and communications to promote our purpose and programs to target membership segments

What are we trying to improve upon? What we heard:

- We do so many things well, yet those outside our community don't know it
- Different customer groups consume information and like to be communicated to in different ways
- We need to debunk the Roland Park "Closed Persona" label
- How do we make communication more personal? Don't want to feel like a number
- How do we make communication more enriched? Don't want to only hear from the church when money is being raised or they need volunteers
- Other parishes do a far better job on the web and with social media



B

Reimagine marketing and communications to promote our purpose and programs to target membership segments

Recommended strategies:

- A. Define a parishioner communication strategy by target membership segment
 - ▶ Goals
 - ▶ Communication milestones
 - ▶ Timing
 - ▶ Communication vehicles
- B. Develop a community and new member communication strategy
- C. Enhance current communication assets
 - ▶ Website
 - ▶ Social media
 - ▶ Signage
 - ▶ Public Relations (music, community events, outreach, inclusive etc.)



B

Reimagine marketing and communications to promote our purpose and programs to target membership segments

Example Ideas:

1

Parishioner Communication

- Welcome / Greeting
- Appreciation / thank you emails
- Milestone recognition

2

Community and New / Prospective Members

- Open church doors
- Outside greeters
- Personal follow-up emails
- Event invitations
- Ambassador assignment
- Offer to meet church leadership

3

Assets

- Rebuild Website – currently good for regulars but not for people outside Saint David's
- Instagram
- Photos
- Testimonials
- Outreach
- PR strategy to promote the great things we do