



Thank you for joining us today. As you all know, in May of 2009, United Methodist Communications initiated a conversation designed to open a global dialogue about reaching spiritual seekers with the good news of Jesus Christ. It asked one key question: “What if we Rethink Church?”

The internal adoption of the concept has made Rethink Church a movement within the denomination as opposed to merely an Advertising campaign.

I know that many, if not all of you are already very engaged with the Rethink Church concept and I am especially happy that you joining today, because without your efforts, the campaign would not have experienced the success it has.

I will be sharing with you some highlights from this first year of the campaign and the details and strategy for the direction of the National Campaign in 2010 how the local church can get involved with the Rethink Church advertising.

BRAND STRATEGY

- Change the current perception of The United Methodist Church into one of a vibrant, active community of believers
- Redefine the church experience beyond Sundays and a building
- Return to the first century roots of the Church as an early social network

RETHINKCHURCH



Our Brand Strategy for Rethink Church will not change during this quadrennium. And I think it is important to revisit it before going any further because it sets the path for all that we hope to accomplish and it is something that we as a church will continue to live into.

Change the current perception of The United Methodist Church into one of a vibrant, active community of believers – (10kdoors is key to this in creating an access point for seekers where they can engage with the church on their own terms)

Redefine the church experience beyond Sundays and a building (so many churches were already strongly in this camp that Rethink Church just gave their efforts a label, and for those for whom it was new, we have seen them inspired and encouraged to step out of their comfort zones.)

Return to the first century roots of the Church as an early social network (When the church can engage with its community and demonstrate authentic caring, seekers see the very tangible love of God.)



Research is key. During the concepting, launch, and initial months of the campaign, United Methodist Communications commissioned multiple research studies which have impacted the direction of the campaign.

The Barna research provided a platform for the campaign messaging. The messaging is also the product of reflected learning from a focus group of individuals in the target demographic who attend Impact Church in Atlanta.

Further, a young clergy advisory group was assembled that has and continues to give insight and response on the direction of the campaign. We are always on the lookout for new members for this group and they create a sounding board for testing new initiatives. (Please help us to identify anyone in your conference who should be part of this group.)

The Agency conducted research with IPSOS in June of 2009 on campaign advertising effectiveness. It looked specifically at a TV ad, a print ad and a radio ad using a Pre-recruited, national sample of 18 to 34 year olds.

It would take far longer than the time allotted for today's presentation to adequately represent the findings of all the research that has been done surrounding the campaign. This is merely a snapshot and if any of you here would like to go into greater depth regarding findings and discoveries, please feel free to contact me and we will have a separate conversation.

We have provided a summary of the Barna finding on your tables and if any of you want additional information, we can provide you with that.

TARGET

- Primary: 18-34 year old seekers
- Differences between 18-25 and 26-34
- Secondary: Church membership and leadership
- Keep the re-energizing momentum going within the church

RETHINKCHURCH

The Barna research led to the lowering of our target demographic from 25 – 54 year olds to 18 – 34. , Additional research has led United Methodist Communications to a closer look at the that target group and acknowledge that there are notable differences even within that target. And as we craft both our messaging and media placement for the coming year, these factors need to be addressed and are reflected in our new media placement choices.

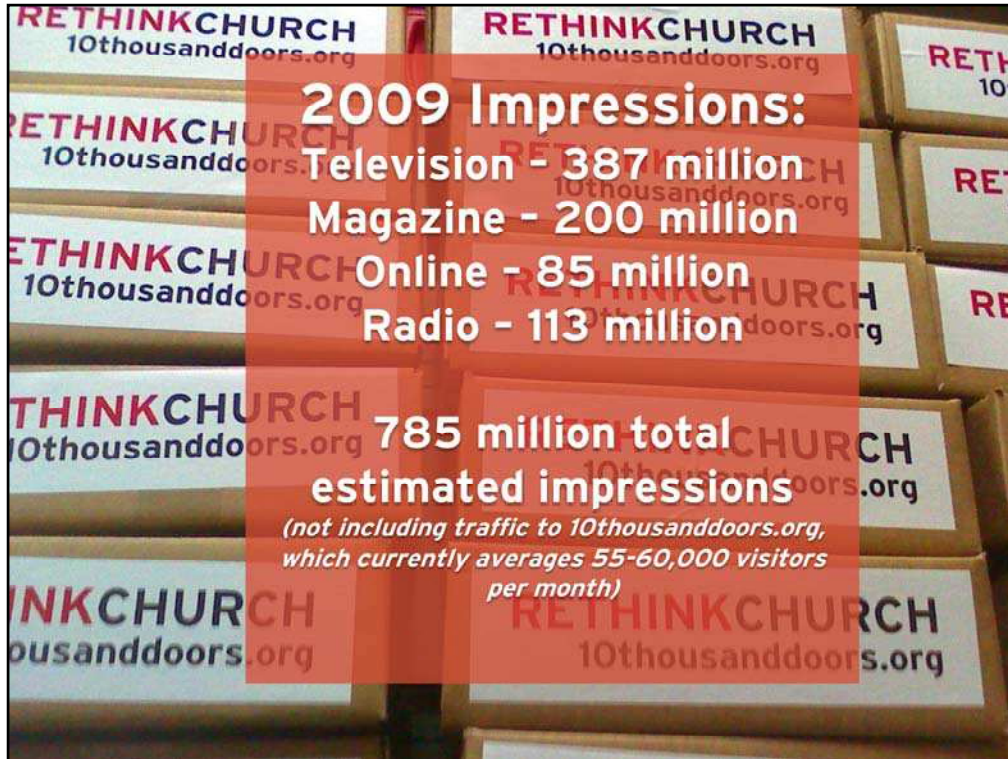
Also, while it is listed as secondary, let me stress that the internal church is a key audience for the message. Without energy and support from within the individual local churches – the invitational message to seekers to Rethink Church, will fall flat.



Another significant learning from recent research is that 69% of 18-25 seekers said music gives them significant life satisfaction... 2nd only to friends.

You'll see when we move onto new media placements for 2010 that this has impacted the new vehicles we are exploring.

Also, note the piece about friendships – this demographic is relational. Our advertising is not designed to bring a seeker to Christ, it is designed to bring them to a space where they can experience a meaningful interaction that can move them toward a knowledge of Christ.



So let's talk about what that advertising looked like in 2009. With a continual advertising presence starting April 20th - the campaign had a total of reach 785 million estimated impressions.

TV Ads appeared on TLC, Animal Planet, Discovery Channel, BET, ABC Family, & Galavision

Print Ads appeared in Newsweek, National Geographic, Parents & Good

Internet advertising was placed through Google and YouTube

Radio spots ran on NPR morning edition, On Air with Ryan Seacrest, AT 40 and The iTunes Download

And in July, August & September video campaign advertising ran every hour of the day on one of the digital billboards in Times Square.

The campaign was frontloaded, meaning that we spent a larger portion of our advertising dollars in this first year to start the momentum. And in 2010 we will have less to spend, but we believe that with a very targeted approach we will have stronger impressions. I'll address that in greater depth when we get to the 2010 national plan.



What I'd like you to see here with this outlet wheel, is that our advertising and messaging is not just going out through a handful of channels. And as communicators you all know that you can't just deliver a message once or in one fashion if you want it to be heard. You see here that we acknowledge the importance of PR, and Social Media, Campus ministry relationships and training as different opportunities of expression.

One thing you might not have expected to see on this wheel is Lectoria Resource. But we absolutely see the value of this tool to help local churches connect their congregations with the messages of Rethink Church. So starting with this Advent, we will be launching a lectionary tool that integrates multimedia and ideas for church outreach with the lectionary text and sermon starters that follow Rethink themes. Please help us get the word out that this is available.



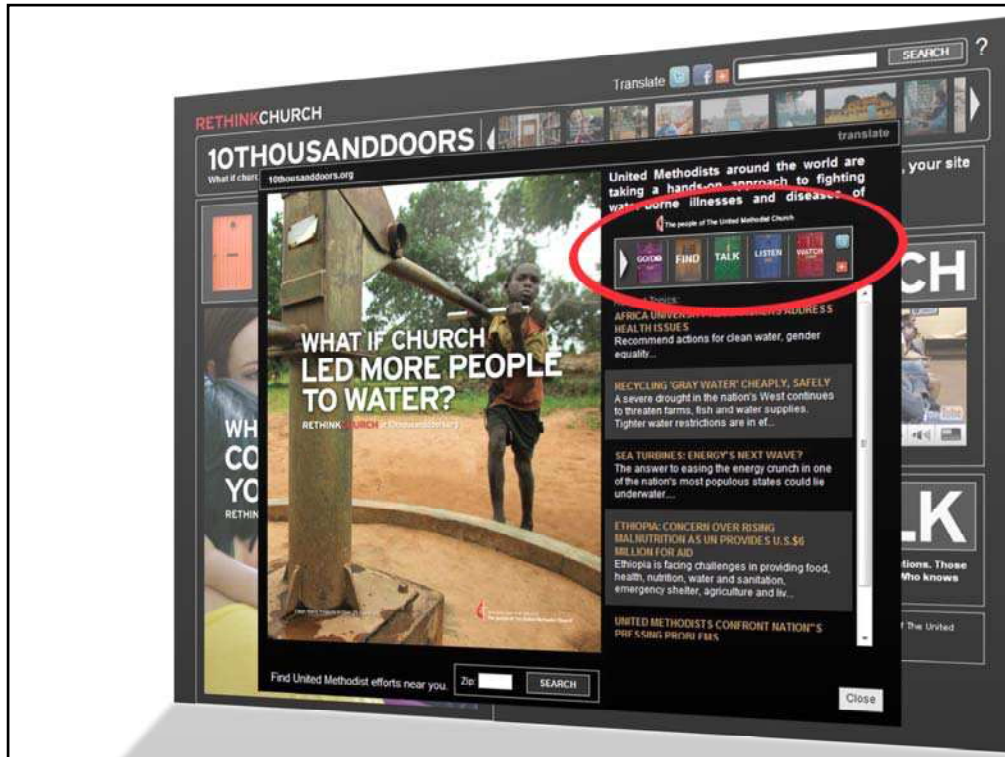
RETHINKCHURCH.ORG is the site developed to inform, update and educate the internal audience on the Rethink Church campaign. Among the information housed there is the link to previews of all the collateral resources, links to examples of Rethink Church story ideas and going forward the site will also be home to links to social media feeds from Facebook, Twitter and YouTube.

The internal audience has embraced the concept as evidenced by the fact that United Methodist Communications was invited to 32 Annual Conferences, with presentation time given at 24 of those conferences

It is probably not too soon to mention this, if you already know that your conference might want United Methodist Communications to attend, please let us know as soon as possible. As we are all experiencing, funds are tight, but want to accommodate as many requests as possible.

And... back to the website... this is your tool. We are constantly updating it and are happy to post stories you share with us about Rethink efforts in your conferences.

I want to mention that Site Traffic to RethinkChurch.org has increased every month since the site launched in February with over 37,000 visitors in September. This can be not only a tool for you, but another forum.



10thousanddoors.org is the companion site to Rethink Church. It is the call to action for all of our advertising and as such is designed to be a seeker friendly landing place where someone can explore the messages and work of the church through Listen and Watch, interact on the Talk page, Find opportunities to join the church in its work through GO/DO or find a local church to attend.

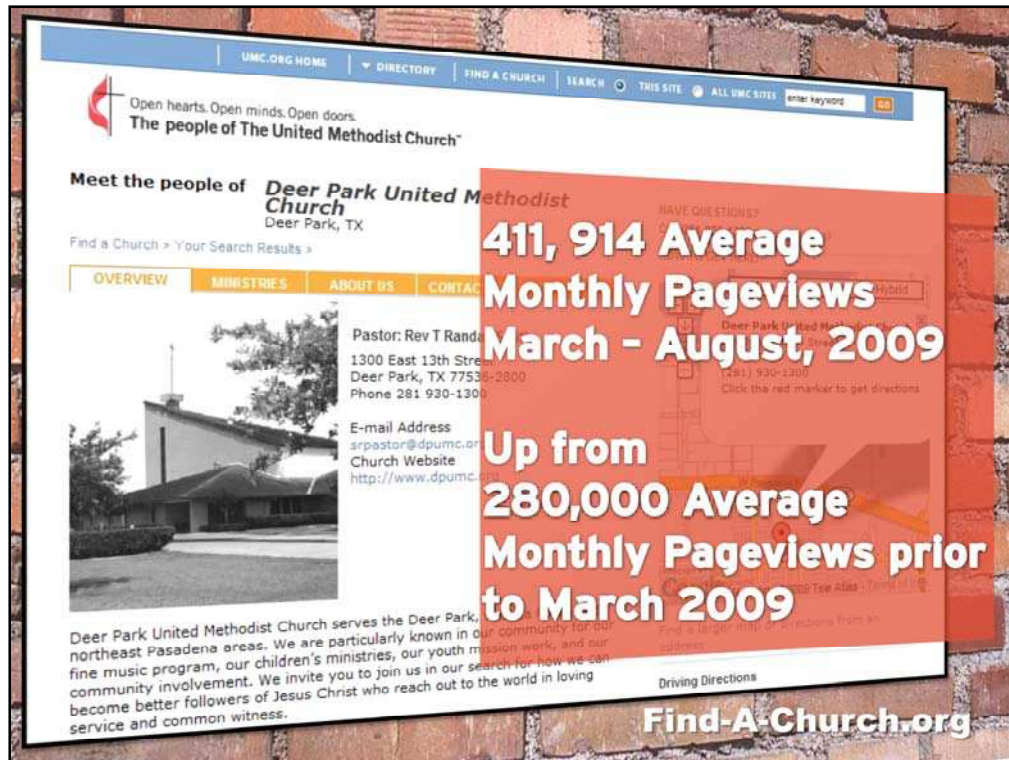
The site is still evolving and research is a permanent component. We are embarking on some rather significant changes right now to make the site more immediately relevant.

We are also developing a guided tour option to help eliminate confusion and give the user a clear, actionable path.

The home page now reflects changes made in response to a website usability study done in August.

Namely, the ad bar content and placement now better connects visitors with the advertising that brought them to the site.

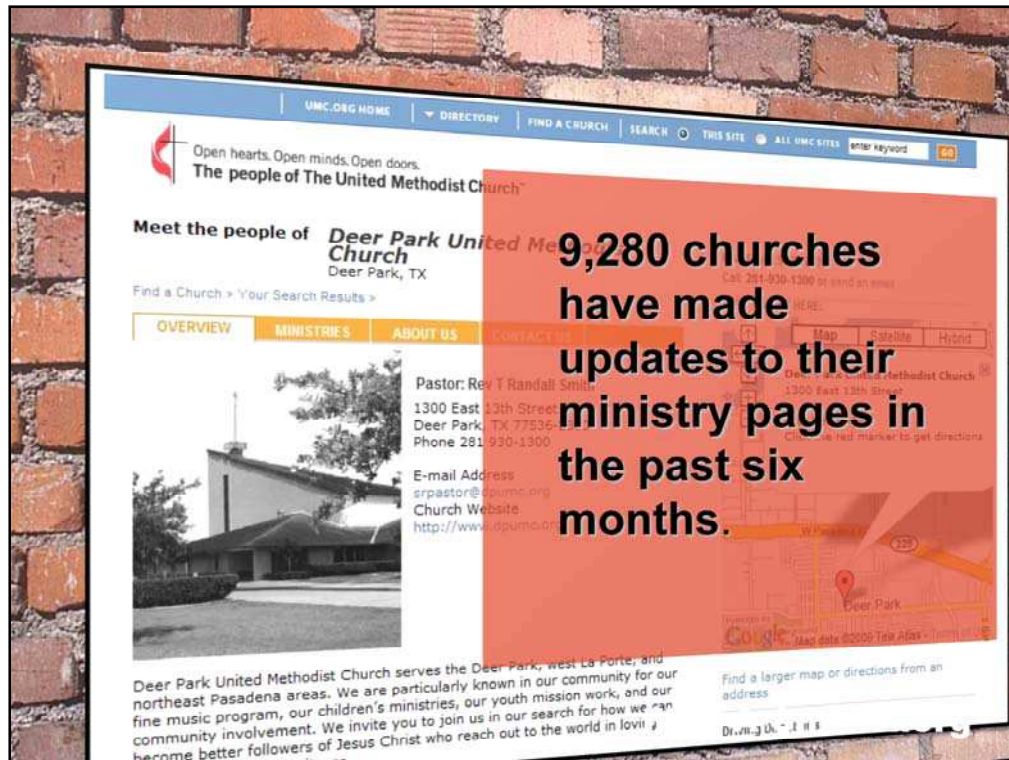
This site will continue to grow and change, but the constant is that this site is a primary opportunity for the local church to connect with the national advertising.



This connection happens through Find-A-Church.

Find-A-Church has been around for a long time, but not like this. Find-A-Church has undergone a massive upgrade designed to help connect seekers with churches that can best meet their needs.

The architecture of the Find-A-Church database has been expanded so that searches are no longer limited to zip code, but persons looking for a church to connect with can seek out specific ministries or outreach programs offered. It is now an incredibly robust and effective tool, but it can only be effective if churches supply their specific ministry information.

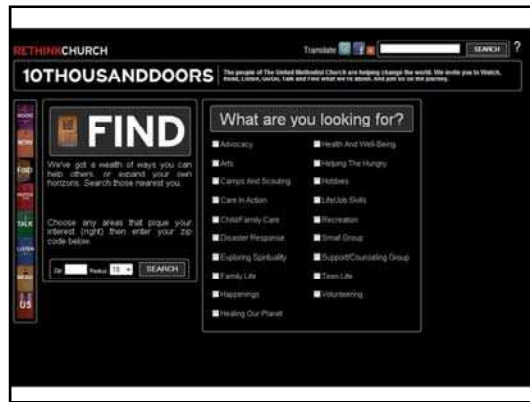


One more reference to Find-A-Church and that is that new elements will be added to individual church pages. Plans are to include video, audio and social media essentials to accent ministry areas. There are still approximately 2/3 of our churches who have **not** updated their profiles.

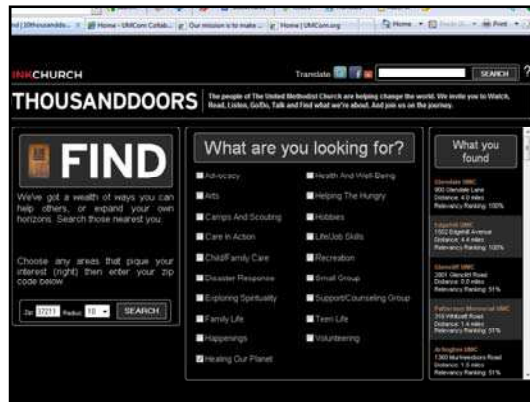
Here is where you, our communicators, can stress the importance of a good web ministry strategy. In one example, at its worship listing, a congregation had hyperlinked to a worship landing page on its on web site. Using a sound web ministry strategy, must include the Find-a-Church portal to engage with the web traffic.

I can't stress enough how important it is to get our churches engaged with Find-A-Church. First impressions are lasting and costly.

Please help us help your churches learn about this free advertising resource. Look at this stat.



Here's what that looks like. The visitor clicks on the FIND section and in the "What are you looking for" box they are given a list of recommended areas of interest. They are instructed from this page to enter a zip code and check the box next to the desired interest area.



the results page, as shown on your screen far right, lists all the churches in the zip code area and the churches with the most matches are listed first.

If your church has the ministries they are looking for, then the connection happens, but if churches have not updated their profiles, then it is a huge missed opportunity.

Heavy contact with local churches, via email marketing, mailings, face-to-face contact at Conference Sessions, and direct contact through Bishops and District Superintendents has yielded over 10,000 updates in just the past several months.

But we need your help, I can't stress enough how important it is for local churches to update their profiles.

**Over 50,000 people
have experienced live
Welcoming training since 2001.**



Welcoming Training has always been a key component of Igniting Ministry. In 2009, we added a Rethink Church presentation and workshop for annual conferences to introduce the new campaign as well as prepare churches to develop strategies for implementing the campaign in their communities. We have done everything from a five-minute presentation during annual conference sessions to a four-hour workshop in more than half of the annual conferences as well as with other boards, agencies and organizations of The United Methodist Church.

Beginning this fall and over the next 18 months, we will be implementing a new emphasis on training persons to be skilled trainers in an array of communications ministry areas, including Welcoming and Rethink Church. We will be working with each annual conference director of communications and at least one other key person in the conference to prepare them to train others and provide engaging and interactive presentations, workshops in their conferences so we can expand our reach to every local church.

There is a plan in place for every Annual Conference to be trained during this quadrennium.

All of our resources and training materials are being revised and updated to reflect the changes to our advertising and marketing efforts as well as to keep them fresh and engaging.



The online course version of the Welcoming training has been available since 2005 through the Online Learning Center that United Methodist Communications provides. This four-session, self-directed course focuses on aspects of welcoming as a lifestyle and includes the opportunity to develop an action plan for the local church. In 2009, we have experienced record enrollment in the course, nearly quadrupling enrollment over 2008. The online course includes facilitation and confers a certificate of completion for those who successfully participate in the course.

We will be making updates and modifications to the online course version of the Welcoming training to mirror those changes made to the live training experience, including revised materials to support Welcoming in every local church.

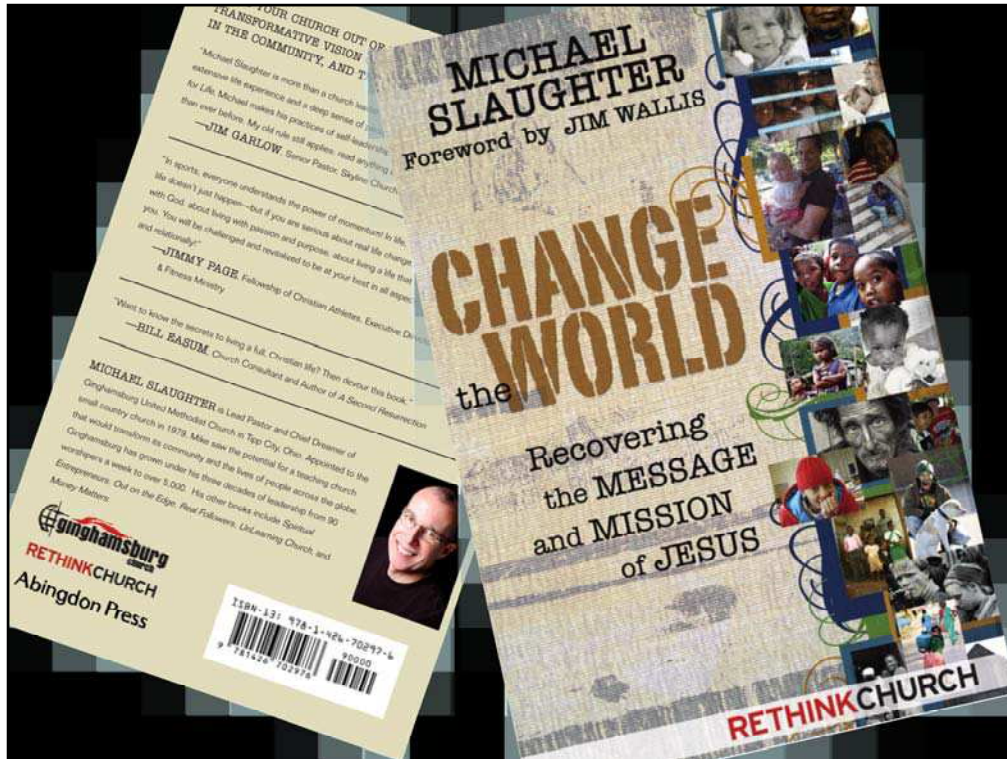
In 2010, we will be adding online course opportunities in Rethink Church and Local Church Marketing to expand our training efforts with local churches and members.



In July, we invited the United Methodist Campus Ministers Association (UMCMA) to partner with United Methodist Communications in using the resources of RETHINK CHURCH to make contact with seekers on their campuses and to help us build traffic to 10thousanddoors.org. They enthusiastically joined the Rethink Church movement!

We had prepared 60 kits when we announced this to the campus ministers, and within the first week we had orders for 40. Since the first of August we have shipped 62 kits, and we are getting some wonderful reports of great successes on campuses using this resource.

We are looking forward to inviting the campus ministers to get their groups involved in our 2010 efforts to reach 18-34 year old seekers. We are in dialogue about a Spring Break initiative where we would again utilize this partnership.



There has also been unprecedented collaboration between United Methodist Communications and other agencies. In particular, the partnership with the Publishing House has resulted in:

The development of Rethink Church resources for the local church and promotion of the Campaign in Cokesbury Stores

Branding of new and relevant books with the Rethink Church logo (as seen in the example of the dust jacket for Mike Slaughter's book coming out in October, Change the World) And Adam Hamilton...

All these things have increased our ability to penetrate deeper into the internal audience with the Rethink Church message.

The most exciting piece, still in development, is the production of the "Rethink Church Bible". In September of 2010, the Publishing House will release a Common English Language version of the New Testament. Written in expressive text, at a 7th grade reading level, it will be very accessible, produced in bulk with an inexpensive binding, we hope, if funds are raised, to make them available free through 10thousanddoors and potentially as an outreach tool for local churches.

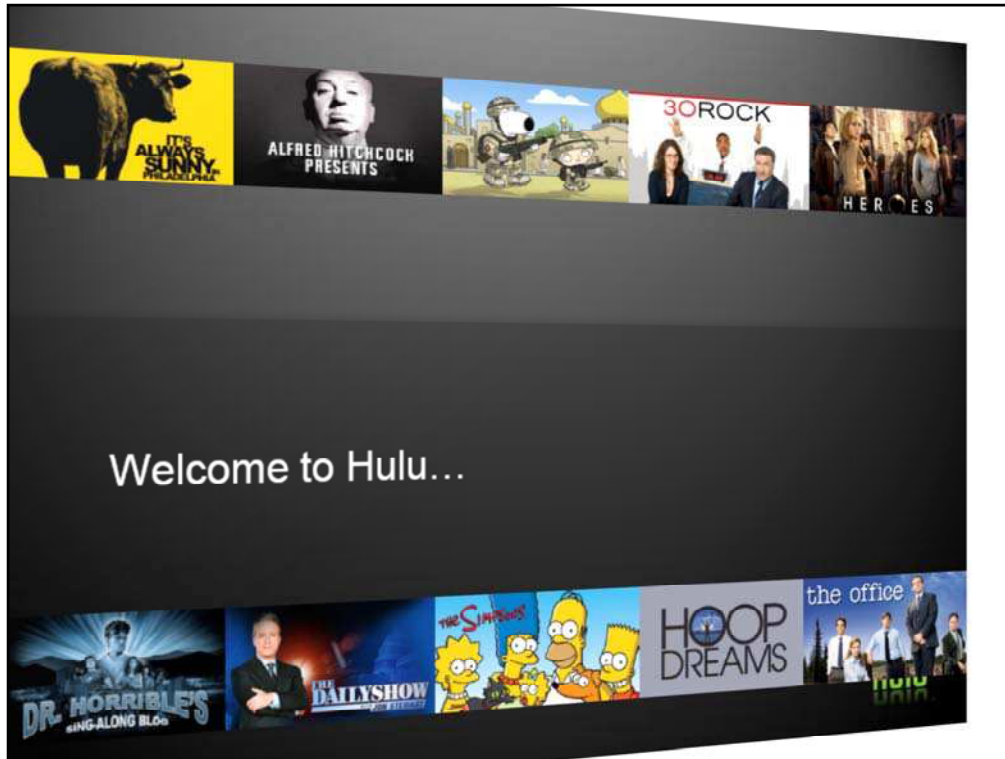


Going forward into 2010 we estimate 700 million media impressions through our national advertising.

While the exact Media mix still being formulated, it will include some of the same elements as 2009 like cable TV and internet advertising.

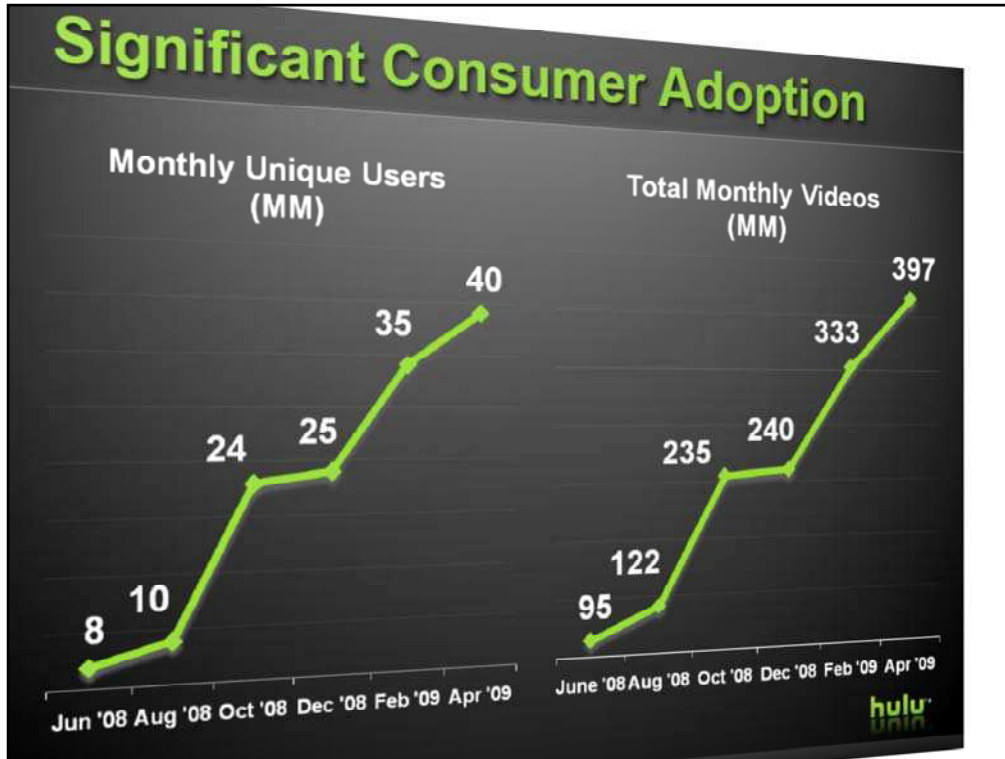
All vehicles are being reviewed for not only maximum numbers of impressions, but also the quality of those impressions. For example, in the cable TV model, rather than just buying airtime for spots, opportunities are being sought for sponsorships of programming that gives greater visibility and impact to the impression. (sponsoring show on Black Colleges on BET network)

The National Media Plan will also include new advertising vehicles (Hulu & Pandora) that will allow more specific marketing to our target demographic.



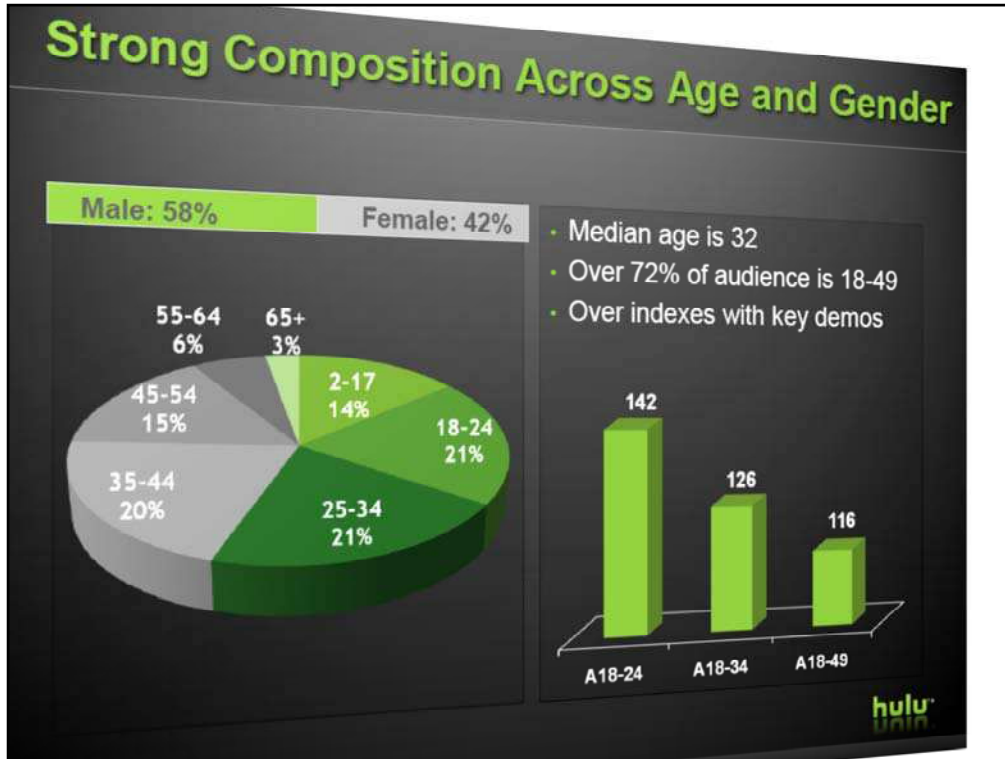
Let's talk about Hulu. For those of you who aren't familiar with it, Hulu is an online video service that offers a selection of hit shows, movies, clips and more - All for free! And starting last week, our advertising will begin appearing here.

It works for our media mix because it is an emerging advertising vehicle and we have the opportunity on the cutting edge with our presence here.



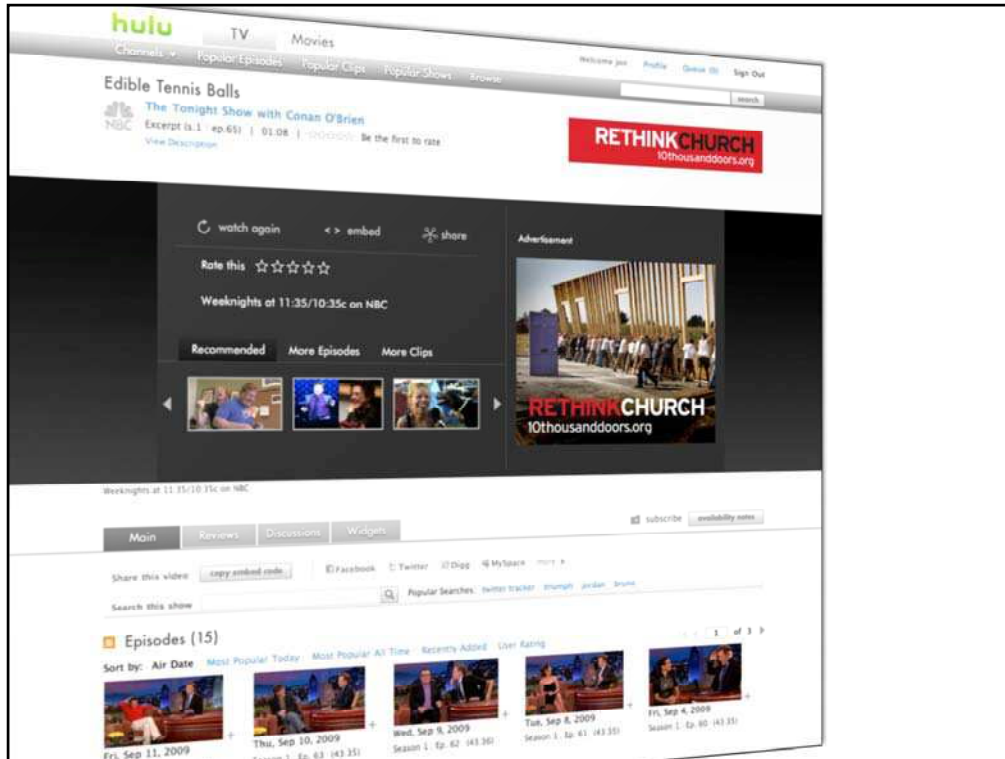
Its consumer adoption has risen sharply since its launch and continues to trend upward.

In a year's time, the traffic to the Hulu site has increased dramatically...400 to 500%.



Most importantly, Hulu helps us zero in on our target audience.

This breakdown of age and gender confirms that their viewership is in our key demographic.



This is an example of what our campaign advertising would look like in this market.

As a single sponsor of Hulu content, the viewer is exposed to our message even when browsing.

And, while visitors have the capacity to fast-forward through content, that feature is disabled during the advertisers message.

There are of course different advertising options



One of those options is that Viewers have the option to choose a 2 – 3 minute ad instead of having two commercial breaks, which allows us the opportunity to present a crafted message that contains multiple “What if” questions and a more comprehensive picture of the way The United Methodist church is working in the world.

I'd like to show you the new piece we just created for this long format option and I think you'll see that it encapsulates the campaign in a way that the :15's and :30's simply can't.



Another cutting edge advertising platform being explored is Pandora Radio. *Pandora* is a personalized internet radio service that helps listeners find new music based on their old and current favorites then creating a customized listening experience. Their trademark “Music Genome Project” is the most comprehensive analysis of music ever undertaken.

This feature allows for very specific target marketing to our demographic based on age, race, gender, geo-tracking and a host of other factors.

Given our targets feelings about music you can see why this is an appropriate new advertising vehicle.

Additionally, since music is a part of the 10Kdoor experience, this can create another good opportunity to maximize our advertising presence

We anticipate a Preliminary 2-month flight



Here is an example of what a branded slate would look like. It allows for the viewer to see the advertising in multiple locations on the site with the option for direct click-through to the website.

It is also compatible and ideal for most handheld devices and realizing that many in our target demographic are tied to web surfing from their phones, this helps us gain exposure in this arena.

CABLE TELEVISION

- Rationale: High reach with ability to contextualize, and high message Credibility
- Single out programs rather than networks
- Target "appointment viewing"
- Ex. Lifetime not a good network choice for our target, but Project Runway is appropriate

RETHINKCHURCH

Since the beginning of Igniting Ministry, we've always had a presence on cable television and in the coming year, we will continue that.

However, since we are allocating fewer dollars to it, we are using a more targeted placement strategy to maximize the effectiveness of our impressions.

We will be focusing on "appointment viewing" showing our advertising not just on particular networks, but where it makes sense for the context and ability to attract seekers.

ONLINE – DISPLAY

- Rationale: Ability for specific messages with opportunity for immediate action
- Utilize multiple ad networks from 2009 (drop Google ad network)
- Higher than industry standard CTR
- Match site categories to most current messaging
- Optimize targeting and utilize retargeting to encourage repeat visitation

RETHINKCHURCH

Throughout 2010, we will sustain a presence through our online advertising.

This is key since our call to action is to send them to 10Kdoors, this type of advertising allows for the most direct follow-through.

ONLINE – SEARCH

- Rationale: Gets message in front of seekers while they are already thinking about subject matter
- Utilize diversified search engine approach (Google, Yahoo, Bing, etc.)
- Preliminary timing: sustain throughout year

RETHINKCHURCH

We are going to be adding in this next year, advertising through search engines. This allows us the opportunity to connect seekers with the 10Kdoors website at moments when the context of their search makes it appropriate. In this model, we may get fewer impressions, but the quality of the impression should be stronger because it will integrate with what they are already thinking about.

2010 STRATEGY

- Integrate into the target's lifestyle through experiences:
- Creating new ones - physically and virtually
- Highlighting appropriate ones inside the church
- Tapping into existing appropriate secular opportunities where Seekers already are

RETHINKCHURCH

So I have given you the overview of the National Advertising plan and I'm going to turn it over to Jackie to fill in the details regarding how the Local church can get involved, but before I do that I want to share one last thing...

I have said the word advertising more times than I care to count, but I know you in this room already know it is more than that. It is evangelism. We talk about impressions, but I could just as easily say in our context, that they are invitations.

I know that what you do is not just a job, nor is it for us. What we promote is not a product. Today's information is just an overview... let us know how we can help you. Our work and partnerships have the power to change lives.



So what's new...

For nearly a decade local churches have connected to the Igniting Ministry campaign. National, regional and local advertising coupled with welcoming training introduced many of our congregations to the unchurched in their neighborhoods.

Collateral materials were developed that allowed churches to add a personal tagline, e.g. If you are searching for new direction in your life, meet us at Main Street UMC “ Our hearts. Minds and doors are always open.” This invitation asked people of all walks of life to come to our churches and expect a welcome that would help them engage in church life. Matching grants were given to assist in regional messaging.

Today, we are asking our congregations to join the Rethink Church movement, and move through church doors and out into neighborhoods, communities and towns. We have developed tools like new collateral to assist churches as they to participate with the community in outreach events.

The Open hearts tagline remains, but often you will see it, or hear it as **Together we can Open hearts. Open minds and Open doors. The people of The United Methodist Church. The brand and promise now includes the partnership of the community and those who will seek to step up and make a change.**



In this cinema slide you see an obvious collaborative effort to rebuild and the image of another door created to partnership.
And as always space has been allowed for church personalization.



Here is a direct mail piece that uses the Rethink Church theme as the visual message and gives the receiver a strong indication that there is a change in the existing church and with its What if questions gives a different image of CHURCH today.

And of course, allows personalization in several areas on the back.



Here is an example of worship graphics with three variations on the same theme or look.

“What if church did more than pray for the best” These visuals create a fluid theme in support of a sermon



A billboard example that would appeal to any of our seekers around the environment theme and going green.

Other collaterals with other themes have been developed for door hangers, banners, internet, radio and TV. With the upgrade to a new delivery system being developed, resources will be easily accessed and downloadable.

All of the collateral can be found at **Rethink church.org** and **click on local church advertising resources**. Masters will be delivered upon request.

Right now we are completing a new spot that will be running for the entire Advent season on CNN. We are also making this spot available as a customizable spot and will have all the supporting collateral created, billboard, bulletin covers, worship graphics, postcards. So even if your church can't afford to do largescale advertising like billboard, cinema or cable – you can still connect with the campaign by integrating the worship graphics. And that would cost nothing.



In the summer of 2009, we put the finishing touches on a new tool for local churches which will be an enormous help as church reaches beyond their walls to be in ministry with their community.

Cleverly called “church marketing plan.” This online workbook will lead your churches through 5 steps, that will give them the guidance and insights they need to explore in depth how their ministry can be relevant to their community.

To customize their own marketing plan, participants will work through a values and visions exercise, discern perceptions and needs, create a strategy and timeline; and brainstorm ideas and messaging to implement the strategy.

Finally, evaluate and adjust.

In addition, UMC.com now provides demographic reports.

Did I tell you that this is all FREE??



OR

You can also go to UMCom.org and find it under Knowledge Center.

The resource comes with staff assistance if requested.



At the local church level the 2010 Plan, involves a redesign of the Matching Grants Program. Matching grants worked often with an individual congregation to do awareness advertising. In reflecting on those evaluations a noticeable 15% rise in attendance was noted when congregations included a community event. While the advertising and promotion in some cases had a measurable effect, it often was not sustainable.



Effective November 1, 2009, United Methodist Communications' Rethink Church initiative will offer partnership grants for media and marketing to United Methodist conferences, districts, and clustered churches who will engage with their community in outreach ministries events... "rethinking" the way matching grants have been awarded in prior years. No longer will we give grants to an individual local church, but to clusters of churches, districts or conference.

This consolidation will allow us to maximize our media/marketing dollars, tie in more effectively with the national campaign and help the local churches live out the vision of the Rethink Church Movement.



Impact Community, embraces the concept of the outward bound church and encourages The people of The United Methodist Church to effect change in their local communities.

Church and community Volunteers in service together can be a powerful force for improving both our communities, our personal health and well-being --- a positive impact on everyone!

Pictured here – Is a Rethink church event in action. St. Luke UMC in Denver, Colorado name this event, “Feeding of the 5,000.” This successful event is in its third year. – The 2,000 St. Luke’s members have been the doers behind the community-wide event to gather food for Denver Urban Ministries.



Impact Community events will surely be as unique and diverse as the people who organize them, but there are several basic elements that we envision being incorporated into a successful event experience.

The composition of the event day will reflect:

- an opportunity for training specific to welcoming and faith talk with the community,
- a service project that meets the needs of the community,
- invitations to the community to participate,
- and a worship/celebration component.



In addition to media/marketing grants, UMCom will be assisting our grant partners in their efforts with:

- Media planning, placement, design, and customization
- Event planning resources and assistance
- Event registration software
- Public Relations tips and strategies
- A training module specifically for event day volunteers.

POSITIVE FEEDBACK

"...Wow, your creative team is truly inspired..."

"...your ad in National Geographic got me to your website, and your website makes me want to go to a United Methodist Church..."

"...THIS WONDERFUL WORK OF TURNING AROUND THE IMAGE OF CHRISTIANS..."

"...I love the message and the site!"

"I am so proud to see MY church working this way. "

•To close, I wanted to share with you just some of the positive feedback received through infoserv:

•THANK YOU AND MAY GOD RICHLY BLESS YOU FOR THIS WONDERFUL WORK OF TURNING AROUND THE IMAGE OF CHRISTIANS. I WISH THE PCUSA WOULD JOIN YOU IN THIS EFFORT!!

•Your ad in National Geographic got me to your website, and your website makes me want to go to the United Methodist church I pass on my way home from work. Thank you for the savvy advertising and marketing!

•This is wonderful! I am so proud to see MY church working this way. As a life long Methodist and a fairly new subscriber to GOOD magazine, this "Ecology Theology" is just the way I have always thought about God and the doctrine of the United Methodist church. Thank you. Great interactive website. I'll share it with my local church, Latham UMC in Huntsville Alabama. My husband and daughter are in Nicaragua on a church mission trip right now. They built two houses without doors. So, some doors don't even have doors! Keep up the good work. Thanks,

•To Whom ever is responsible to placing your ads on the Internet: I love the message and site...

•I just visited your site - Wow! Your creative team is truly Inspired (capital I). I don't need info, just want to leave this compliment and congratulations.