

## FEDERATED CHURCH 2004 STRATEGIC PLAN

### AN INVENTORY OF PROPOSED GOALS, ACTIONS, AND INDICATORS OF SUCCESS AS WELL AS 2005-2008 ACCOMPLISHMENTS

In late 2004, the congregation approved a three-year strategic plan based on a series of all-church planning sessions that focused on the book, Twelve Keys to an Effective Church by Kennon L. Callahan. These sessions were facilitated by Roy Pneuman, an outside church consultant.

Federated's 2004 Plan included four goals and eleven initiatives. The first goal was to develop strong relational groups based on age, interests, and Bible Study. Providing adequate child care to enable participation in these groups was a supporting theme. Another relational group priority was strengthening our youth groups. The second goal was to enhance the experience of worship. The primary initiative was to establish an alternative worship service while the other focused on recruiting and training greeters, ushers, and lay leaders. The third goal was to expand visitation to visitors and members, and the fourth was to expand our fields of mission. The latter included two initiatives—health and wellness ministries and spiritual opportunities for children. Although not expressed as a goal, a major emphasis also was included on expanding Federated's marketing endeavors.

The timetable outlined in the three-year plan for undertaking and completing the various strategies in some areas was 2004-2006 and in others 2005-2007. Since the document was not approved until Fall 2004, the consensus seemed to be to move the timetable for all areas to 2005-2007. Because the following inventory was compiled in mid-2009, the accomplishments reported are for a four-year period, 2005-2008.

In the inventory that follows each of the four goal areas plus marketing is divided into three sections—proposed strategies, proposed indicators of success, and accomplishments. The latter is presented in two categories—new initiatives: 2005-2008 and continuing initiatives started prior to 2005.

#### **GOAL: DEVELOP STRONG RELATIONAL GROUPS**

When the congregation established its strategic plan in 2004, it was hoped that sufficient funding could be raised for future annual operating budgets to support a part-time staff member to oversee relational groups. Unfortunately, this did not happen. Consequently, responsibility for relational groups was assigned to the Director of Care Ministries who discovered shortly after her appointment in mid- 2005 that her primary responsibilities, health and wellness ministries, more than consumed the number of hours for which she was employed. Consequently, leadership and support for relational groups at Federated from 2005-2008 was provided, for the most part, by lay leaders.

## RELATIONAL GROUPS—AGE AND/OR INTEREST RELATED

### PROPOSED STRATEGIES:

- Strengthen, further strengthen, then maintain a group for people in their 20s without children.
- Initiate, strengthen, then further strengthen a group for parents with children.
- Initiate and strengthen two groups organized around age or interest.
- Reorganize the shepherding program around age and interest.
- Add geographic location to age and interest in reorganizing the shepherding program.
- Enhance/expand communication about these groups.

### PROPOSED INDICATORS OF SUCCESS:

- The group for people in their 20s without children meets at least five times annually.
- The number of 20 year olds attending these group activities increases 20%.
- The group of parents with children meets at least five times annually.
- The number of parents with children attending these groups increases by 20%.
- Communication about relational groups is enhanced and expanded.
- Each group develops and maintains phone and e-mail lists for its membership.
- Groups communicate information to the visitation committee for development of resource materials.

### ACCOMPLISHMENTS:

#### **New Initiatives: 2005-2008**

New groups started during this period: Baby Boomers group, Bible Study groups, Books & Coffee, Care Council, Caring For Our Community's Children, F.I.S.H. (children's group), Hoofing for Heart Health (line dancing), Just for Men, Wednesday night book discussion groups, Westminster Village-Federated Church monthly dinner group, Congregational Council, Liturgy Lab I, Liturgy Lab II, Outreach Works.

Groups reestablished during this period: Children's Advisory Council, Youth Advisory Council, Tuesday Morning Women's Bible Study.

Communication about these groups and their activities was enhanced thru articles in The Frame and Family Times and announcements during Sunday worship. It was expanded further after the church Web site was developed, and it continued to expand as the Web site became more comprehensive and was continually updated. In addition, some of these groups developed phone and e-mail lists of their members. Others used the Annual Church Directory, which contains these as well as home addresses.

### **Continuing Initiatives Started Prior to 2005:**

Continuing age/interest related groups:

Choir, Men's Chorus, Women's Chorus, Adult and Youth Handbell Choirs,  
Children's Choir.

Sunday School classes.

Federated Women's Ministries, Women's Birthday Luncheon Group,  
Women's Thursday Morning Study Group.

Boards of Christian Education, Deacons, Missions, Trustees.

The continuing groups used the same enhanced and expanded methods of communication noted earlier that were used by the new and reestablished groups.

### RELATIONAL GROUPS—BIBLE STUDY

#### PROPOSED STRATEGIES:

Explore models and develop a plan to train Bible Study teachers.

Train and certify Bible Study teachers—beginning, intermediate, and advanced.

Have certified Bible Study teachers train a cadre of new teachers.

Begin/enhance intermediate Bible Study.

Begin/enhance advanced Bible Study.

Start a beginning Bible Study.

Enhance/expand communication about Bible Study.

#### PROPOSED INDICATORS OF SUCCESS:

Both training and certification of Bible Study teachers are completed.

Ten intermediate Bible Study classes, at least half of which were led by lay leaders, are held.

Attendance at intermediate Bible Study classes increases by 20%.

Ten advanced Bible study classes, at least half of which were led by lay leaders, are held.

Attendance at advanced Bible Study classes increases by 20 %.

At least six beginning Bible Study classes are held.

Each group develops and maintains phone and e-mail lists of their membership.

#### ACCOMPLISHMENTS:

##### **New Initiatives: 2005-2008**

Three highly competent Bible Study teachers were identified—John Georgeoff, Gary Reif, and Gary Steinhardt. Each had led Bible Studies in his area of expertise.

The Tuesday Morning Women's Bible Study was reestablished.

The Board of Christian Education expanded the concept of spiritual inquiry and study to include a broader array of spiritual disciplines. The following mission statement was developed for the latter: "To promote personal discipleship by providing weekly instruction and quarterly mentoring in the spiritual disciplines."

### **New Initiatives 2005-2008: Bible Study (continued)**

Spanish Inquisition (a seminar in which the discussion topic is drawn from class submissions)—3 sessions in 2008.

Communication about Bible Study and other study groups and their activities was enhanced thru articles in The Frame and Family Times and announcements during Sunday worship services. It was expanded after the church Web site was developed, and it continued to expand as the Web site became more comprehensive and was continually updated. Some of these groups also developed phone and e-mail lists of their members. Others used the Annual Church Directory, which contains this information as well as home addresses.

### **Continuing Initiatives Started Prior to 2005:**

Lectio Divina (an ancient group ritual based on reading scripture together and silently praying for guidance)—one seven-week session prior to 2005 and one in 2006.

One Great Read (book discussion groups)—6 books prior to 2005 and 9 books between 2005 and 2008.

Federated Faith Forums (led by outside speakers)—1 prior to 2005 and 6 between 2005 and 2008.

Theology Theater (seminars built around a dramatic or film presentation)—3 prior to 2005 and 4 between 2005 and 2008.

Sunday School.

Women's Thursday Morning Book Study.

Worship and Wonder.

Vacation Bible School.

Youth groups.

The continuing groups used the same enhanced/expanded methods for communicating noted earlier that were used by the new Bible Study groups.

## **RELATIONAL GROUPS—YOUTH**

### **PROPOSED STRATEGIES:**

Increase staff to assist with youth.

Strengthen, further strengthen, and maintain youth groups.

Enhance/expand communication about youth groups.

Develop and maintain phone and e-mail lists for each youth group.

### **PROPOSED INDICATORS OF SUCCESS:**

Staff is increased to assist youth.

Youth participate in at least three service projects—one to assist the elderly or to improve church facilities or grounds and two of the group's choosing.

Youth go on one spiritual retreat or mission trip annually.

Two recurring youth recreational activities are identified and offered.

Number of youth attending youth activities increases by 20%.

## ACCOMPLISHMENTS:

### **New Initiatives: 2005-2008**

Several staff members provided leadership for the youth program during this period.

Nick Larsen served on a part-time basis as Director of Youth Ministries until May 2005. From May 2005 thru March 2006, Debbie Cochran filled in as part-time Interim Director. Tom and Ann Pigman were hired as part-time Directors of Youth Ministries in 2006 and served until early 2007. When former Director of Music, Sue Lisack was hired full-time as Minister in July 2007, one of the responsibilities assigned to her in addition to music was youth ministries. For 12 months in 2007-2008 she was assisted by Vocational Intern Drew Burton.

YAC (Youth Advisory Council) was deactivated then later reestablished.

FBI (Faith Beyond Imagination) began as a group for 4<sup>th</sup> thru 8<sup>th</sup> graders but later became one for 4<sup>th</sup> thru 6<sup>th</sup> graders.

Prior to 2005, the vast majority of youth participating in these programs was from families not affiliated with Federated. In 2006, the focus of our youth ministries was shifted primarily to serve youth with Federated family ties.

Youth participated in a work trip to Children's Haven in Mexico. They also took part in local mission-related projects such as the Hunger Hike.

A Sunday School class for high schoolers was reestablished.

High schoolers went out to lunch with the Senior Minister following the worship services on Sundays then returned to the church for activities.

Youth both appeared with and assisted the children in the latter's Sunday worship plays and musicals.

Our Space--the large multi-purpose room which among other things serves as our youth headquarters--was completely renovated, redecorated, and re-equipped.

While some of the work was contracted out, a considerable portion was undertaken by adult and youth volunteers.

### **Continuing Initiatives Started Prior to 2005:**

Youth group meetings.

Voyagers, a program for youth considering/preparing for baptism and church membership.

Trips to Cornerstone and Green Lake.

Attending church camps.

Assisting with Jubilee Christmas.

Serving as greeters, ushers, and lay leaders at Sunday worship services and assisting with children's programs including Sunday School, Worship and Wonder, and Vacation Bible School.

Developing and presenting special Sunday morning worship services.

Participating musically in Sunday worship services as vocal and instrumental soloists and as members of ensembles and the handbell choir.

Participating in a wide variety of other activities ranging from Bible Study to canoeing bicycling, and camping trips.

## RELATIONAL GROUPS—CHILD CARE

### PROPOSED STRATEGIES:

Offer child care for most church functions.

### PROPOSED INDICATORS OF SUCCESS:

Child care is provided for all traditional and alternative worship services.

Child care and programming are provided for three Friday or Saturday nights throughout the year to allow parents nights out.

Child care and programming are provided for four additional Friday or Saturday nights throughout the year to allow parents nights to engage in group activities with other parents.

Child care is provided for at least three special programs (ex. circle meetings, choir Practice) or special event.

### ACCOMPLISHMENTS:

#### **New Initiatives: 2005-2008**

Child care was provided for alternative (praise) worship services.

#### **Continuing Initiatives Started Prior to 2005:**

Child care was provided for all traditional worship services.

Child care was available, upon request, for any church meeting (including choir practice) or special event.

## **GOAL: ENHANCE THE EXPERIENCE OF WORSHIP**

### ALTERNATIVE WORSHIP SERVICE

#### PROPOSED STRATEGIES:

Research and visit at least three alternative worship services.

Explore possible collaborations with another worship community(ies) interested in developing an alternative worship service.

If appropriate interest is found, develop a collaborative worship service.

Identify a format of worship and specific programs including date and time.

Identify a facility for the service.

Identify resources needed including instrumentation (band).

Recruit and train greeters and ushers.

Plan and conduct six months of services beginning in 2006.

Evaluate what worked and what didn't.

Revise the format and develop one year of programming for 2007.

PROPOSED STRATEGIES: Alternative Worship Service (continued)

Distribute information about future services to attendees.  
Develop at least seven special worship services and/or programs.

ACCOMPLISHMENTS:

**New Initiatives: 2005-2008**

More than three alternative worship services were researched and visited.  
A format for Federated's service was developed and refined.  
Trimmer Hall was selected as the location for our alternative service.  
The first service was held on Easter 2007. Four additional services were held during Summer 2007. Beginning September 2007, services were held weekly except for a three-week break which took place in late summer 2008. For the remainder of 2008, services were held weekly.  
Until September 2008, the alternative service was held on Saturday night and was called Saturday Night Alive. For the remainder of the year, it was held at 11:15 on Sunday morning. Attendance increased following this change.  
Four musicians—one drummer and three guitar players were hired to provide music for the service. Two volunteer soloists from the congregation lead the singing. The Minister plays the keyboard.  
Additional equipment needed to produce the alternative service was purchased.  
Volunteer technicians from the congregation operate this equipment.

**Continuing Initiatives Started Prior to 2005:**

The facility, Trimmer Hall, was available.  
Both the Senior Minister and the Minister were on the staff.  
Some of the needed technical equipment had been purchased for other programs and was available for use in the alternative service.

ENHANCE WORSHIP—GREETERS, USHERS, AND LAY LEADERS

PROPOSED STRATEGIES:

Recruit and train greeters and ushers.  
Develop training programs/materials for greeters and ushers.  
Recruit and train lay leaders for involvement in worship.  
Utilize lay leadership under the supervision of the Senior Minister to train other lay leaders for involvement in worship.

PROPOSED INDICATORS OF SUCCESS:

All lay leaders participating in worship are trained by other lay people under the supervision of the Senior Minister.

## ACCOMPLISHMENTS:

### **New Initiatives:2005-2008**

Training materials outlining duties, resources, and expectations for ushers were developed by the Board of Deacons. These information sheets were sent to all who usher.

Lay leaders for worship were selected by a member of the congregation, Marcile Eddy, and trained by the Senior Minister.

### **Continuing Initiatives Started Prior To 2005:**

Greeters and ushers were recruited and selected by the Board of Deacons.

## **GOAL: EXPAND VISITATION TO VISITORS AND MEMBERS**

### PROPOSED STRATEGIES:

Enhance a follow-up plan for visitors with weekly follow-up and Federated 101.

Develop a visitation plan that at a minimum includes:

- Age appropriate connection.

- Specific actions for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> home visits.

- Immediate quality connection at 1<sup>st</sup> visit as defined as positive response to visitation.

- First home visit is made within two weeks of first visit.

- All three home visits are made within two months of first visit.

- People responsible for the visitor identification system are recruited and trained.

- Information about church, groups, and programs is provided to each visitor.

- An adequate number of people serve as callers.

- 100% of visitors are contacted.

- Feedback cards are developed for visitors and card for caller is reviewed.

- Data from caller and visitor feedback cards are tabulated.

- Number of follow-ups and data from both feedback cards compared and reported to the congregation.

Evaluate and revise visitation plan to include the following expectations:

- Percentage of age appropriate connections is increased by 10%.

- Percentage of first home visits made within two weeks of first visit is increased by 10%.

- Percentage of all three home visits made within two months of first visit is increased by 10%.

- Number of persons recruited and trained to identify visitors is increased by two.

- Number of informational packets about church, groups, and programs that are distributed is increased by thirty.

- The number of people making calls increases by four.

- Percentage of visitors contacted increases by 10%.

- Percentage of feedback cards returned increases by 10%.

- Number of follow-ups and data from both feedback cards compared and continue to be reported to the congregation.

## PROPOSED INDICATORS OF SUCCESS: Expand Visitation (continued)

The expectations noted above are met.  
Follow-up for visitation is self-sustaining.

### **New Initiatives: 2005-2008**

To improve weekly attendance gathering, a ledger-based system was instituted in which a registration form was placed on a clip board in each row. Because this system was not producing the desired results, the Congregational Council opted to return to individual roll cards for gathering attendance data.

Prior to 2007, the Board of Deacons was responsible for Federated's home visitation program. When the Deacons' responsibilities were modified in Spring 2007, responsibility for evangelism was shifted to Outreach Works, the group which also was responsible for developing Federated branding and the church's marketing campaign. While this group was quite successful in the latter two areas, it was not able to recruit enough volunteers, per the strategic plan, to institute a lay-coordinated and staffed home visitation program. Since early 2008, at the request of the Congregational Council, church staff have sought to call on all second-time visitors who have provided contact information (name, address, phone number, and/or e-mail address) to the church.

### **Continuing Initiatives Started Prior to 2005:**

Federated 101 initially was led by staff and lasted seven weeks. Based on participant feedback, the program was reduced to three weeks. Efforts to find lay leaders who could lead these sessions on an on-going basis were not successful. In light of this, the Board of Christian Education and the Senior Minister shifted this program from an on-going to a periodic offering in 2007.

Board of Deacons Cookie Patrol.

Shepherd program.

Church members calling on visitors.

Church staff calling on visitors and members. (Prior to 2004, the Senior Minister made 16 home visits to church visitors. Between 2005 and 2008, he made 28 such calls. People in 12 of the households visited eventually became members of Federated. Residents of 15 of these households established on-going relationships with the Church. The members of one household chose not to continue to attend Federated.

## **EXPAND FIELDS OF MISSION**

### **HEALTH AND WELLNESS MINISTRIES**

#### **PROPOSED STRATEGIES:**

Hire a parish nurse on a part-time interim basis.

Identify the health and wellness needs of the congregation.

## PROPOSED STRATEGIES --Health and Wellness Ministries (continued)

- Develop, carry-out, and expand a wellness program that focuses on the integration of health and faith.
- Enhance the congregation's awareness of personal needs.
- Create a communication board for listing prayer requests and share information about its location and use with the congregation
- Implement one other means for communicating prayer requests.

## PROPOSED INDICATORS OF SUCCESS:

- A part-time position for a parish nurse is created and filled.
- The health and wellness needs of the congregation are identified.
- A wellness program that integrates health and faith is developed and enhanced.

## ACCOMPLISHMENTS:

### **New Initiatives 2005-2008:**

- Mary Wilson, a parish nurse, was hired on a part-time interim basis as Director of Care Ministries in 2005. The position became a permanent one in 2007.
- A Care Council, which considers the care needs of the church and works with the Director of Care Ministries to develop plans to meet these needs, was established.
- A congregational health/wellness needs assessment survey was developed and completed. Programs were developed and implemented based on these needs.
- Bereavement and grief support programs were implemented.
- Programs about hospice and end-of-life issues were presented.
- New opportunities for volunteer service were created:
  - Helping Hands offered a number of services including transportation, grocery shopping, light housekeeping, small home maintenance and repair, etc.
  - Caring Cookers provided meals to members and friends in time of illness or crisis.
- A card ministry began through which Federated members and friends were sent cards for a variety of reasons including illness, birthday, anniversary, sympathy, special holidays, etc.
- The C.A.R.R.I.E. Shawl Ministry, which provided hand-knit shawls to members and friends who are homebound, ill, or dealing with other crises, was established.
- Adults Relating to Kids (ARK), a parenting program facilitated by lay members of the congregation, was presented.
- Traveling to Bethlehem, an exercise program promoting physical, spiritual, and mental health, was offered.
- Two special worship services—Eve of All Hallows, a service to celebrate the lives of deceased members and friends, and Bound for Bethany, a service for those who are grieving and struggling to remain faithful in times of adversity—were developed and offered.
- Line-dancing and yoga classes took place at the church.

### **New Initiatives 2005-2008 : Health and Wellness Ministries (continued)**

On-call services became available 24/7 enabling members to link quickly with one of our pastoral care providers in time of crisis.

The Director of Care Ministries announced health-related prayer requests from the pulpit each Sunday. In addition, the Senior Minister provided opportunities weekly for those in the congregation to add to this list.

The names of members and friends of Federated in need of prayer were listed weekly in The Frame. This list also was posted electronically on the monitors in the narthex and on screens in Trimmer Hall.

The church newsletter included a monthly column written by the Director of Care Ministries that addressed a wide variety of health and wellness topics and concerns.

An Automated External Defibrillator was obtained for the church through a community program.

An Emergency Response Team comprised of specially trained church members provided emergency care when needed during worship services and other church events.

Procedures for reporting and following up on incidents/accidents, lending medical equipment to church members, and providing food and medication vouchers to needy families in the community were developed and implemented.

Over the past three years, the Director of Care Ministries made over 1150 personal contacts with church members and friends through home, hospital, and care center visits; counseling sessions; providing transportation; and accompanying people to medical appointments. Hundreds of additional such contacts were made by the ministers, Shepherds, the Care Council, and participants in the Tape Ministry and Home Communion programs as well as by other members of the church.

During the same period, the Director of Care Ministries made over 1500 phone calls to follow up personal visits; provide information, resources, and counseling; discuss prayer concerns/requests; and to arrange meals, transportation, etc. related to the health/wellness needs of the congregation.

### **Continuing Initiatives Started Prior to 2005:**

Hospital, care center, and homebound visits by the ministers.

Bereavement and other types of personal counseling by the ministers.

Prayer Chain.

Shepherd Program.

Tape Ministry.

Home communion.

Bereavement meals.

Listing the names of our hospitalized and homebound members and friends weekly in The Frame and the monthly Family Times.

Providing van transportation to and from Westminster and Friendship House for Sunday worship and other church events.

## SPIRITUAL OPPORTUNITIES FOR CHILDREN

### PROPOSED STRATEGIES:

Employ a part-time coordinator for children's ministries.

### PROPOSED INDICATORS OF SUCCESS:

A part-time position for an interim Director of Children's Ministries is created and filled.

### ACCOMPLISHMENTS:

#### **New Initiatives 2005-2008**

Lydia Edge worked part-time as a student intern with children and youth in Spring 2005.

Susan Thomas was hired on a part-time interim basis as Director of Children's Ministries in May 2005. This position became a permanent one in 2007.

Drew Burton worked part-time with both youth and children for 12 months in 2007-2008.

CAC (children's Advisory Council) was reestablished.

The database containing the name, address, phone number, and age of each child from the nursery thru 8<sup>th</sup> grade who attended a Federated activity was updated.

A new discipline policy for minors was approved.

The Nicholas Shen Beers playground was built and dedicated.

A new group, FBI (Faith Beyond Imagination) was established for 4<sup>th</sup> thru 8<sup>th</sup> graders, but more recently it was revamped to provide programming for 4<sup>th</sup> thru 6<sup>th</sup> graders.

FISH (Friends in Spiritual Health) was initially established for K thru 5<sup>th</sup> graders, but more recently it was revamped to provide programming for 3<sup>rd</sup> thru 6<sup>th</sup> graders.

The FISH room, which is also used for Sunday School, was renovated and redecorated.

Special activities were held for K thru 3<sup>rd</sup> graders.

The Hispanic Baptist Church joined Federated for Vacation Bible School.

New curriculum, L.O.G. (Love Our God) Jam, was used in 1<sup>st</sup> hour Sunday School for K thru 5<sup>th</sup> graders.

Kick-off Sunday was reestablished.

A new second hour Sunday School class was established for 3<sup>rd</sup> thru 5<sup>th</sup> graders.

Cards and crafts were made and sent by children on a regular basis to Federated's homebound.

By donating money and purchasing items, children participated in numerous mission projects including Samaritan's Purse Shoebox Ministry, Meals on Wheels, toys for the pediatric department at Home Hospital, the Community Health Clinic Baby Corner, and Heifer International.

Children walked in the Lafayette Hunger Hike and carried signs letting everyone know they were from Federated Church.

Special activities were held such as skating and pizza parties and post Vacation Bible School swimming parties at Tropicanoe Cove.

**New Initiatives: 2005-2008—Spiritual Opportunities for Children (continued)**

An annual Easter Egg Hunt for younger children was held.

New children's books and DVD interactive children's curriculum were purchased and placed in the church library.

Five new children began participating in our programs following their family's participation as guests in Jubilee Christmas at Federated.

Pre-school children interacted periodically with the women in the Thursday Morning Book Study Group.

**Continuing Initiatives Started Prior to 2005:**

Children's sermons in the Sunday classical worship service.

Vacation Bible School.

Sunday School.

Worship and Wonder (greatly expanded after 2005).

Children's Choir, dramas, and musicals.

Nursery for children age 3 and younger.

Bibles presented to 1<sup>st</sup>, 3<sup>rd</sup>, and 6<sup>th</sup> graders.

Federated Pre-School (two Federated teachers nominated by the parents of their students were selected Greater Lafayette Pre-School Teachers-of-the-Year).

Federated Moms Time Out.

**MARKETING**

**PROPOSED STRATEGIES:**

Enhance marketing to community including newcomers via diverse routes.

Expand resource materials and means of distribution.

Develop brochures, Web page, and use e-mail to communicate information about programs and activities.

Advertise Federated's alternative services and programs.

Develop CD/DVDs about alternative worship services/programs.

**PROPOSED INDICATORS OF SUCCESS:**

Brochures about the church, programs, and groups are developed, and where necessary, updated.

A Web page is created and maintained.

Direct mail, e-mail, flyers, and the Prayer Chain are routinely used to communicate information about church activities.

Alternative worship services/programs are advertised.

CD/DVDs about alternative worship services/special programs are developed.

## ACCOMPLISHMENTS:

### **New Initiatives:2005-2008**

- Outreach Works, a special committee, was created, and among other things, was charged with developing marketing strategies.
- Indiana Design Consortium was hired to assist in the development of a marketing plan and strategies.
- New exterior signage was designed, created, and placed.
- New interior signage was designed, created, and placed.
- A new logo type was developed and was incorporated into all Federated Church publications.
- A Web site was created, greatly expanded, and continually updated. Information about the church as well as about both upcoming and past events easily can be accessed electronically through it. An electronic photo gallery also is available.
- A tri-fold, four-color brochure was printed and distributed.
- TV monitors displaying information about upcoming events were installed in the narthex. This information also appeared on the screens in Trimmer Hall.
- A subscription mailing list including addresses of households with adults age 28-45 and at least one child was purchased for the following zip codes: 46923, 47901-06, 47923, and 47970.
- Three direct mail postcards advertising Federated Church and Saturday Night Alive in particular were developed, produced, and sent to the households described above.
- 1000 door hangers advertising Saturday Night Alive were purchased and distributed in strategically selected neighborhoods by volunteers.
- A business-size card was developed for distribution by the congregation to advertise Federated Church and encourage friends to attend.
- Paid advertising was placed in the TGIF section of the Journal & Courier and on WBAA.
- Young children at Federated made signs proclaiming they were from Federated Church and carried them as they walked in the Greater Lafayette Hunger Hike.

### **Continuing Initiatives Started Prior to 2005:**

- Information about upcoming events was included in The Frame and Family Times.
- Paid advertisements were placed in the Journal & Courier and The Exponent.
- Articles about upcoming events occasionally appeared in the Lafayette Journal & Courier.
- Information about upcoming events was included in the announcements made during Sunday worship services.