



EQUIPPING YOU WITH STEWARDSHIP COMMUNICATION SUPPLIES!™

GETTING STARTED RESOURCES

HOW TO MAKE YOUR COMMUNICATIONS A HIT!

- Campaign Logo should connect with the congregation (emotionally one target with majority). Leadership needs to really rally behind the Logo Title and Theme!
- Theme (tag line) should carry the big picture theologically and/or strategically and/or emotionally.
- Campaign Design Items must be enough in number to build momentum and keep continual "top of mind" awareness.
- Campaign Design Items should be consistent in colors, design, style of images, verbiage and paper ...with Logo and Theme always included.
- Copy should be concise and to the point. (Enough to clearly communicate, but not overload – they will not read it!)
- Use pull-out quotes, verses, thoughts, etc. – they will read this for sure, and it draws them into the heavier copy areas.
- Use of testimonials seems to be hard hitting. It is real and believable. Reflect a bit on the past, then layout the present, then point ahead!
- Ink Colors/Cost of Printing should be appropriate (not too high, not too low) to get a good response.
- Stay on deadline with each deliverable to the congregation, and again, "top of mind" awareness is a must! (Build consistent momentum.)
- Video/multimedia can also be a very effective complement to your print pieces. This is not inexpensive, as you know, but can have great impact. Many consultants recommend a Short Video, a Main Celebration Video and a Closer Video. As always, it is important to be consistent in look (colors, design, style of images, and verbiage).

DETERMINING YOUR CHURCH CULTURE RESOURCE

See the **Questions for Consideration** below. Share copies with other team members. This will help you/your team (and us) to better understand your congregation since they are your target for the communications. Determining your church CULTURE will help us guide you in choosing from the various design options found in our **CUSTOMIZABLE CAMPAIGNS & SIDE ITEMS** Section. Overall consistency is the goal!

Questions for Consideration

Do you have an updated mission statement that the leadership clearly articulates to all attendees on a regular basis?	YES	NO
Does discipleship and community time occur primarily on Sundays (i.e. Sunday School)?	YES	NO
Do you regularly send out professionally designed mailers to the community that promote & invite?	YES	NO
Is the Sunday morning worship assisted by a robed choir?	YES	NO
Does the Sunday morning experience include PowerPoint or video on large screens during singing and teaching?	YES	NO
Do you have a relevant logo & tag line created primarily with the outside community's reception in mind?	YES	NO
Does the sanctuary consist of pews, hymnals, and a pulpit?	YES	NO
Is drama ever a part of the overall Sunday Worship/Teaching experience?	YES	NO
Does the music on Sunday morning include a contemporary band?	YES	NO
Has a demographic study of your geographic area been done? (people groups, income, lifestyle, values, religious prefs., etc.)	YES	NO
Do you follow a "published church model?" (i.e. Willow Creek Model, Saddleback, Frazier Model)	YES	NO

CAMPAIGN TITLE RESOURCE

See the **CAMPAIGN THEME RESOURCE** list on the next page (more than 425 Theme Names). Share it with other team members. Choose a Theme off the list or maybe the list can help you go in a direction to develop a more customized Theme. Now that you (and your team) have determined your church culture...you can start making a "Favorite Themes List" in the provided spaces, then choose a Final Theme Name that best suits the receiving audience.

Final Theme:





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GETTING STARTED RESOURCES

CAMPAIGN TITLE RESOURCE

A Bold New Step For Missions
A New Day
A New Start
A Purpose to Connect
A Step of Faith...Because We Care
A Time of Greatness, A Time For Greatness
A Time To Build
A Victorious Vision
A Vision for the New Decade
A Vision to Grow
Acceleration Point
Advance For Christ
Aesthetic Ascensions
All to the Glory of God
Arise and Build...By His/ My Spirit
Arise! Invest in God's Challenge!
Ascension of Heart
Aspirations of Heart
At Thy Word We Build
Believe A Miracle
Beyond Measure
Blueprint For Success
Bold Venture Together
Breakthrough for Tomorrow
Breakthrough to Victory
Build A Miracle
Building A Dream That Will Endure
Building Bridges
Building Community
Building for Better Ministry Tomorrow
Building for Tomorrow's Leadership
Building for the Future
Building in Faith
Building in Faith -To Teach and To Train
Building in the Master's Plan
Building on the Sure Foundation
Building Our Vision
Building...the Body of Christ
Building the Future Today
Building to Reach Others for Christ
Building to Serve
Building to the Glory of God
Building to the Praise of His Glory
Building to Touch Lives..By His Spirit
Building Together
Building Together for His Glory
Building Together for the Kingdom
Building Together for Tomorrow
Building Together in Faith
Building Together in Love
Building Together with God
Building Together with Love and Sacrifices
Building with God
By Faith We Build
By Faith We Can
Called to Grow
Caring Enough to Grow
Claiming the Victory
Commitment to Conquer
Commitment to More than Conquer
Committed Together
Community Cultivation
Concentric Strike
Connection Pointe

Connective Formation
Connective Measures
Constructing a Dream - A Ministry of Destiny
Constructing a Dream - A Ministry of Growth
Constructing Relationships
Constructing Vision
Constructive Impact
Constructive Movement
Courage in Giving Builds Faith in Living
Courage to Venture
Cross Over and Build
Cultivating Heart
Designed Destiny
Destined Ascent
Dimensional Dream
Distinctive Moments
Dream Weaving
Empower Our Vision Together
Empower The Vision
Engage the Mystery
Engaging Formation
Engaging the Culture with Design
Enter the Longing
Entering the Expanse
Expanding God's Horizons
Expanding His Ministry Together
The Expansive Life
Experience the Longing
Faith Building Venture
Faith Claiming the Mountain
Faith For The Future
Faith In Action
Faith Under Construction
Flying Like an Eagle
Following The Vision
Forging Ahead
For His Glory
For Such a Time as This
Forward in Bold Commitment
Forward In/By Faith
Forward In Love
Forward Together
Forward with New Life
Foundational Connection
Fulfilling a Dream
Fulfilling God's Dream-Together With Love
Fulfilling Our Dream
Fulfilling The Vision
Gearing Up for the Journey
Give Us This Mountain (Vision 200?)
God Bless, We Invest
God's Call To Build
God's Challenge...Our Choice
God's Light Set on a Hill
God's Vision, Our Mission
Going Forward Together
Grace, Love And Build
Great Is Thy Faithfulness
The Greater Purpose
Growing Because We Care
Growing In Grace
Growing on His Promises
Growing Together...Building in Faith
Growing Together with God

Harvest '200?
Harvest For God's Glory
The Heart Quest
Heritage - Building on Faith
High Caliber Impact
His Vision - Our Mission
Imagine
Imagine The Future
Initial Contact
Intentional Impact
Invariabilities of Call
Investing in Eternity
Investing in the Future
IronStrike
The Journey Ahead
The Journey of Us
Journeying into the Unknown
The Large Extent
The Larger Story
Laying The Relational Foundation
Led By His Spirit
Let Us Arise and Build
Let Us Rise Up and Build - A Decade
Let's Go To The Mountain
The Lion's Share
Locking-In on the Hope Ahead
Making A Difference
Making It Happen
Making Our Mark
Mass Formation
Metamorphosis
Ministry In Faith
Mount Up With Wings
Move The Mountain
Moving Mountains: Matthew 17:20
New Beginnings
New Horizons
The Next Chapter
The Next Manifestation
Now is the Time
Open Doors to New Horizons
Our Bridge To The Future
Our Challenge in a Challenging World
Our Excellence for His Glory
Our Partnership in Building
Our Purpose - His Provision
Our Vision - His Miracle
Out on the Edge
Packed and Ready
The Pages Ahead
Partners In Building
Partners In Faith
Partners In Progress
Partners with God
Paving the Way
Phase ? Needs You
The Pivotal Shift
Point Blank
Possessing God's Promises Together
Possessing Our Promised Land
Possessing the Land
Prevailing Vision
The Promised Land
Propulsion Pointe

Put Your Heart in the City of Love
Rise Up and Build
Reach Up, Reach Out And Build
Reaching for Tomorrow
Reaching Out in Faith
Regenerations
Rejoice! Arise And Build
Relate. Restore. Re-Engage
Renewing God's House
Restoring Community
Revitalization Point
Ripple Effect
Rooted Transcendence
Sacrificial Giving is Mountaintop Living
Sacrificing to Build, Because God is Worth It
The Second Step
Seed Time And Harvest
Set Free...Beginning 200?
Seizing the Moment Together
Sharing a Miracle
Sharing God's Love at Home and Abroad
Sharing the Sacrifice...Share the Joy
Share The Light
Sharing the Vision
Site-Locked
Soaring With Christ
Sowing...Reaping...Rejoicing
Standing At The Threshold
Standing Together We Can
Steps to the Future
Stepping Out in the Zone
Structural Care
The Structural Manifestation
Successions
Taking a City for Christ / Jesus
Taking It to the Limit
The Tapestry Revealed
That Others May Believe / Worship
Through Faith We Build
To God be the Glory
To Prepare A Place
To The Glory Of God
Together in Faith
Together in Love
Together...Our Vision Fulfilled
Together We Build
Together We Build - With Love, Faith & Sacrifice
Together We Can...in love
Together We Care
Together We Grow
Together With God We Build
Together With Jesus, Victory
Touch(ing) Tomorrow Today
Turning Point
The Unfolding Story
United We Build
United We Grow
Unto the Praise of His Glory
Upon This Rock - We Build
The Upward Look
The Venture Beyond
Vision Awaits Its Time
Widespread Boundaries