

Introductions (3-5 min)

Intro

- Quote: “There is no correlation between creativity and equipment ownership. Abraham Lincoln wrote the Gettysburg Address on a sheet of borrowed stationary. Van Gogh rarely painted with more than six colors on his palette. A fancy tool just gives the second-rater one more pillar to hide behind. This is why there are second-rate art directors with state-of-the-art Macintosh computers and so many crappy photographers with state-of-the-art digital cameras.” Hugh MacLeod’s *Ignore Everybody And 39 Other Keys to Creativity*

Big Wins for Cheap (30 min)

Revamping Your Internal Communication (Eric)

- **Switch to Google Apps** for Mail, Calendars and Docs
 - FREE for non-profits
 - Push support for smart phones
 - Extensive resource management also available in GCal
 - Works with Outlook and Sparrow on the Mac
 - Saved us \$16k/year
- Revamp internal communication with **work orders**
 - Use Wufoo to build out the forms (50% non profit discount)
 - Save time by asking the right questions up front (show typical convo chain)
 - Use required fields to force people to supply key information before you get started
 - Use logic to route the needs to the right people (graphic design deadline as example)
 - Although different than what you think, content submitters and creators will be happier with this.
- Use **group texting/instant messaging** to prevent inbox clutter
 - Many simple questions don’t need to be an email
 - Give Google Talk a go for starters (thanks to apps, people like to try new things)
 - Talk about Beluga (audience poll on group texting?)
- **Keep a central repository** of important information
 - Something we’re starting to implement at Long Hollow
 - Use Google Docs to keep info sheets on upcoming events
 - Train your staff to check the info sheets first (which means the info there has to be worthwhile and trustworthy)
- Start a private **Facebook Group for your staff**

- Put important info where you know your staff is looking during the day (they tune out emails)
- Great for reminding about birthdays, upcoming holidays, etc
- Office jokes work great here
- **Automate what you can** to divert resources to the meat and potatoes
 - Take advantage of cool tools like Hootsuite to schedule out social media posts.
 - Automate your memory using calendar reminders and to do lists.
 - Use macros for common email responses.
 - Build work order forms for common tasks.

Print (Cleve)

- **In House vs. Outside**
 - **In House**
 - We print a lot of things in house.
 - Invite Cards
 - Flyers
 - Booklets - saddle stitcher
 - In addition to our normal color laser printer, We also purchased a large format printer.
 - Epson Stylus Pro 9800 - \$4500
 - Can print on adhesive-backed vinyl and canvas, as well as heavy paper
 - Examples - Posters, Signs, and Banners
 - Cost efficient: In fewer than 150 24x36 posters, compared with FedEx Office, it pays for itself. This includes materials, too.
 - If you print 150 posters at FedEx Office, it costs 6500 - based on \$43.50. Materials in house are \$10 each print.
 - Advantages - Quick and on the spot, cost efficient,
 - thepaperranch.com - OKC
 - **Outside**
 - For most large runs, outside is the way to go.
 - Rave Cards
 - Programs/Bulletin
 - Small Group Curriculum
 - Marketing Signage and mailers - get to later
 - Online Printers (Trusted Resources I use)
 - PSprint.com
 - Hotcards.com
 - Make Friends with Your Local Printer

- There are benefits to having a relationship with a local printer.
 - A lot of times they'll try to pricematch online printers
 - Also, they will adapt the size and give you a size and shape that will print cheaper. Delivery is free - and convenient.
 - Cubs tickets!!
- **The Bulletin (Sacred Cow)**
 - The biggest debate in the Church right now, since the reformation :)
 - Do people really read it?
 - It's outdated before it hits the pews
 - Several ways to cut down your church bulletin
 - 1. Trim it
 - Fit on one page?
 - Black and White vs. color
 - 2. Go to a monthly printing, or series based - or less often
 - We did this at The Chapel
 - Saved 50% and even added two campuses.
 - 3. Kill It
 - In all cases, push folks to web. RSS feeds. Feedburner.
- **Signage**
 - Ebay
 - Recent Feather signs savings
 - agegraphics.com
 - vinyl signs
 - arrowheadsigns.com
 - sandwich boards and banners
 - <http://creativebigprint.com>
- **Stock photos and graphics**
 - Recent stories of Hope series and Jesus postcard from flickr searches and artist permissions.
 - Pay
 - If you use istock, make sure to adjust budget in left column
 - Vectorstock, but about \$1/graphic
 - Free resources
 - creationswap.com
 - vecteezy and brusheezy
 - deviantart
 - <http://www.bittbox.com/>
 - <http://www.vectorportal.com/>
 - <http://www.vectorss.com/>
 - <http://www.fudgegraphics.com>
 - <http://coolvectors.com/>

- <http://qvectors.net/>
- <http://www.vectorvalley.com/>
- <http://dezignus.com/>
- <http://vector4free.com/>
- <http://freevectors.org/>
- <http://www.everystockphoto.com/>
- http://www.flickr.com/photos/library_of_congress/
- <http://www.imageafter.com/>
- <http://www.textureking.com/>
- <http://lostandtaken.com/>
- <http://www.cgtextures.com/>
- <http://www.plaintextures.com/>

Be Smarter Online (Eric)

- **You don't need the jumbo hosting plan.**
 - Find a web host that's reliable, well regarded, and inexpensive. (Dreamhost, Blue Host, 1on1, etc)
 - Spring for a VPS to get premium speed on a shared hosting plan.
 - Look for cool features like one-click installs, Google apps one-click setup, etc.
- **Ask clarifying questions for new projects.**
 - When someone wants to start a new blog/website/other project, start with what they want to accomplish through it, what the content strategy is, etc
 - Will save you time and money to avoid developing stuff that won't be used.
 - Last thing you ministry needs is another abandoned blog (tumbleweed animation)
- **Track everything and divert resources to what's working.**
 - Don't waste time and resources on things that only a very small portion of your audience is using.
 - GA can track more than web pages... PDF's, podcasts, etc.
- **Build your main website to be flexible.**
 - Build in large visual promo areas that will keep your site feeling fresh.
 - When you start the design process on a new site, design it with skinning in mind. It's amazing what a new color scheme can do for a site.
- **Use microsites for big events.**
 - A design heavy, one page microsite works great these days thanks to social interactivity. (Use Lies the Church Believes, Live Compelled as an example)
 - Large video promos can go a long way too.
 - A huge wealth of content may be overkill; nail the small stuff first.
- **Take advantage of social interaction... free and cheap!**

- Facebook comments have been a huge success for us. Mention the viral effect with the new comment and like system.
- Hootsuite to manage all of your stuff at once.
- Fun, trendy stuff like Twibbons and QR codes are free, feel fresh, and get a lot of buzz.
- Show a lot of support for the “big 3”, Facebook, Twitter, and probably Google+ / +1
- Don’t put a billion share buttons on your site.

Marketing/Community Engagement (Cleve)

- In the church world, I combine these two plus awareness.
- **Keep In Mind...**
 - Don’t do what other churches in your area are doing.
 - Saturation.
 - Watch what other folks and churches are doing and not doing.
 - Don’t do what you can’t measure.
 - Don’t spend a whole lot of money on things that you can’t measure.
 - Measure your marketing -- Ask people - 2x a year or on connection card. “What is the primary way you found out about church?”
 - Personal Invitation always ranks #1
 - You can’t market something that isn’t marketable.
 - Do you have a product worth marketing?
 - Chasing Cool - “Good advertising makes a bad product fail faster.”
 - Spend money on making your service good first.
 - Love People
 - That “sells” more than the fanciest promo or fun church event
 - Folks can stand terrible worship and teaching if love is there
- **Use caution using direct mail postcards.**
 - They were once more effective than they are now.
 - ONLY if the market isn’t saturated with them are they really effective.
 - ONLY list of your demographic not entire postcard - 27000 - 15k 3 zips 2mailings
- **Word of Mouth**
 - Consistently the #1 way folks hear about churches
 - Equip your folks - always have invite cards available. Make different styles.
 - psprint.com - \$123 for 5000
 - Hotcards.com, too
 - Mark Hughs - Buzz Marketing - Quickly and cheaply. Things that get noticed and people start talking...

- Taboo - Song of Solomon Series
 - Unusual -
 - Outrageous - Oak Leaf - Man games - 10 manly events
 - Hilarious - Humor - funny things get talked about - youtube vids
 - Remarkable - customer service, kids area
 - Secrets - student ministry - txt - whereisfuel.com where is it going to be
- **Stories Sell (and are free)**
 - Trip Advisor - Restaurants
 - Post your testimony videos to your FB Page and encourage folks to share it on their wall.
 - We've seen our video plays dramatically increase
 - Vimeo Channel - <http://vimeo.com/channels/rediscovergod>
 - Toyota Auto-Biography:
 - http://www.facebook.com/toyota?sk=app_134501369897299
- **Yard signs**
 - Inexpensive way to spread the word and generate some buzz.
 - Note: Not as effective during election season
 - Don't try to communicate **information**, simply go for **recognition**.
 - When someone invites them, or they get a doorhanger or a mailout we want something to jog their memory.
 - This is consistently in the top 5 of how folks have heard about churches
 - ½ a sign with stakes = approx \$2/sign - agegraphics.com
 - We promote Christmas and other things with these.
- **Facebook Ads**
 - Great way to be specific and targeted.
 - Set your budget, any sized budget. Cost effective.
 - Always go at least 50 cents per suggested cpc.
 - We use these for Easter and Christmas services, Kids Day, Islam Series, and even videos
 - They work!
 - Paul Steinbruek from OurChurch.com ran these for Christmas Services
 - <http://blog.ourchurch.com/2010/01/29/how-facebook-ads-filled-my-church/>
 - Ad ran for 9 days prior to the weekend of the performances
 - Displayed 900,000 times and clicked on 600 times.
 - Total cost was about \$475.
 - 144 tickets were reserved by people who clicked
 - One of the families who came to the Christmas performance after seeing the Facebook ad is now in his small group
 - Again, we can measure.
 - Google AdWords are good, too.

- **Reduce the number of big outreach or community events** you do, and focus on 1-3/year.
 - The reality is that your “successful” events could actually be doing quite a bit of harm.
 - Keeps your volunteers fresh, save budget, and increase effectiveness
 - Pick those 1-3 times and do them with excellence
 - Kids Day Story
 - Noah Munck “Gibby” from iCarly
 - Under 5k plus travel expenses.
 - People still talking about it
 - 4000 people - 2000 first time at Chapel
 - Also, find things already going on in the community and partner. More in our outline online.
- **Partner with the community**
 - Show up at things that already happening in your community
 - Don't pay money to initiate a big event, partner with others.
 - July 4, Car shows
 - Give away dessert/cupcakes PEOPLE LOVE THESE- and water
 - You don't have to gather crowd - they are already there
 - Don't re-create the wheel - fall festivals - why would you compete with all churches doing this? What if you called up your kids elementary school and ask how you can make their fall festival better - hotdogs, moonwalk, prizes. Make their event better and get your churches name out.
- **Schwag**
 - Put something in folks hands at parades, events, or new visitors at your church.
 - Things that work and are cheap:
 - Wayfarers
 - Beach balls
 - Pens
 - Tattoos - Children's Ministry Logo
 - Tshirts
 - Bag Clips
 - Frisbees
 - Tumblers?
 - Where I get stuff?
 - Ebay - Pens, etc.
 - OurShirtsDon't Suck - Best shirts, cool schwag, HUGE kingdom hearts
 - InkHead.com
 - 4Imprint.com - better priced than you think
 - DiscountMugs.com
 - <http://www.bargaintees.com>

- Pensrus.com

Q&A - Audience's Suggestions (10min)