



## COMMUNICATIONS PLAN FOR ST. BART'S OUTREACH & SOCIAL JUSTICE MINISTRIES

### EXECUTIVE SUMMARY

At St. Bartholomew's Episcopal Church, the Outreach and Social Justice ministry has a long legacy as a pillar in the community in the areas of community outreach and social justice. Recognized by the Episcopal Diocese of Atlanta, St. Bart's is designated as a Jubilee Center and is seen as a leader in local and global outreach work. St. Bart's has been an incubator for many great ministries such as Toco Hills Community Alliance, Nicholas House, Jerusalem House, Project Open Hand, and Villa International.

Over the last several years parishioner participation in the Outreach and Social Justice ministry has dwindled. The current communications team is running extremely lean, i.e. performing multiple tasks with minimal resources. Paid staff could benefit from recruitment of new volunteers with diverse communications/social media skillsets to help amplify messaging and communications. St. Bart's hired Green Gate Marketing to explore strategies to raise participation for outreach and social justice.

To do that, Green Gate will create a communications plan for volunteer participation to be implemented in January and February 2017. The strategy for our messaging and implementation is based on our discovery work, survey and analysis and research on historical and current engagement in St. Bart's Outreach and Social Justice ministry. In an effort to discover and cultivate passion for the Outreach and Social Justice ministry at St. Bart's, we recommend:

- Identifying and recruiting a social media/communications volunteer by posting the volunteer description on St. Bart's channels of communication
- Streamlining of St. Bart's multiple Facebook accounts by deleting up to five accounts, consolidating and refreshing hyperlinks to one primary Facebook page
- Refining the key messaging and tone of voice for communications with the parish
- Updating content, the look and feel of digital outlets, which include the Outreach & Social Justice web page and independent email
- Executing a communications plan to identify new volunteers and skillsets for the new year
- Documenting the results of the communications plan for future use

Details of these recommendations are contained in the remainder of this document.



## OVERVIEW

In an effort to discover and cultivate passion for the Outreach and Social Justice ministry at St. Bart's, we recommend implementing the following strategy beginning in January 2017. The timing of the launch works well because people are filled with motivation at the beginning of the new year and there will be a series of talks on **Theology and Activism** to help discover and channel that energy. Many people start the new year with a resolution to grow personally and/or spiritually. To support that, St. Bart's will present volunteer opportunities to parishioners as a way to extend their personal and/or spiritual growth at a time of year when people are especially motivated and energized.

## AUDIENCE

The K-means cluster analysis identified four clusters – or groups of St. Bart's parishioners – to help us focus our communications. By segmenting our communications into these four groups, we can develop messaging, share stories and communicate volunteer opportunities that will connect with each unique group.

### Audience Groups, or Clusters:

#### **Seasoned Workers & Retirees (Cluster 1)**

The first group is made up of men ages 55-64 years old and 75 years or older with a bachelor's degree. This group is not very active in Outreach and Social Justice due to lack of time, retirement, health issues or involvement with other volunteer opportunities outside of St. Bart's. If someone were to volunteer from this group, they would prefer to receive notifications via email surrounding the topic of poverty (lacking access to food, clean water and shelter).

#### **Career Women (Cluster 2)**

The second group is made up of women between the age of 45 and 74 years old who are well educated; most have obtained their master's degree. This group is not extremely active in Outreach and Social Justice due to lack of time because of work and family obligations. If someone were to volunteer from this group, they would prefer email notifications for volunteer opportunities surrounding event planning.

#### **Working Professionals (Cluster 3)**

The third group is made up of men and women between the age of 25 and 44 years old who are well educated; many have obtained their master's degree. This group is likely to have digital skillsets such as social media and graphic design. This group is more



interested in children's issues, reduction of gun violence and civil rights. If someone were to volunteer from this group, they would prefer email notifications for volunteer opportunities surrounding event planning.

#### **Jacks of all Trades (Cluster 4)**

This last group is made up of men and women between the ages of 35 and 64 years of old who are more than likely balancing work and family. This group has a diverse skill-set and would be open to many roles and tasks for any volunteer opportunities that arise if they're motivated enough to participate. Their preferred mode of communication is email, and if they were to donate their time, it would be more likely surrounding refugee resettlement, children's issues and environmental concerns.

### **KEY MESSAGING**

Fundamental to the communications work of Outreach and Social Justice at St. Bart's is the generally shared belief in the parish that this work is integral and important to the faith experience at St. Bart's. Therefore, communications from St. Bart's Outreach and Social Justice ministry should:

- Provide opportunities for parishioners to deepen their spiritual life and relationship with God through Outreach and Social Justice;
- Inspire parishioners of St. Bart's to get involved;
- Welcome all to participate in Outreach and Social Justice, in big ways and small;
- Offer a variety of specific ways to serve;
- Include volunteer opportunities for everyone in the parish – regardless of ability or availability;
- Spark a sense of pride and belonging about being parishioners of St. Bart's – where Outreach and Social Justice work is prioritized.

### **TONE OF VOICE**

The Outreach and Social Justice ministry's tone should be direct, inspirational, wise and warm. The tone should not be timid or judgmental. We want to communicate in such a way that inspires parishioners to act and then provides opportunities for meaningful action.

#### **Direct**

**St. Bart's tone is:** "Happiness is available to everyone. Please help yourself."

**Not this:** "For the sake of resilience, we not only need to learn to relate to suffering with compassion instead of disdain; we also need to be able to accept and absorb pleasure."



**Why:** A quote can have multiple meanings depending on the reader's interpretation. However, they should not be so dense or obtuse it leaves the reader struggling to find a connection.

### **Inspirational**

**St. Bart's tone is:** The power of prayer heals, and we see that firsthand through [specific outreach program], where [list an accomplishment through the program]. How have you found solace through prayer? [link]

**Not this:** 9 out of 10 Americans have relied on the power of prayer

**Why:** The first example has an inspirational tone, the latter text is strictly informative.

### **Wise**

**St. Bart's tone is:** For us, growing spiritually means thoughtful reflection, compassionate service and carrying out God's work here on Earth. [Share example of Outreach and Social Justice work.] How will you join us?

**Not this:** Give back and you will feel better.

**Why:** The first example positions the Outreach and Social Justice ministry as a spiritual guide, which can be looked to for inspiration on someone's personal spiritual journey. The second is very removed and somewhat patronizing.

### **Warm**

**St. Bart's tone is:**

#### **Pre-Christmas message**

As Christmas approaches, we invite you to help make this season special for others in and around our community. Find opportunities to volunteer through our Outreach and Social Justice ministry: [link to opportunities]

#### **Christmas message**

Merry Christmas to our parishioners, friends and family. We wish you endless blessings of peace and love.

**Not this:** Merry Christmas from St. Bart's!

**Why:** Latter example has no connection to what Outreach and Social Justice is about and therefore, is insincere.



## **VOLUNTEER ENGAGEMENT COMMUNICATIONS PLAN**

Over four weeks, beginning in mid-January, we will roll out a comprehensive communications strategy designed to inspire and motivate parishioners to get involved in Outreach and Social Justice at St. Bart's. Our communications will include emails to the parish, social media posts, website updates, announcements in existing parish communications (e.g., yellow sheet, Apostle's Standard, etc.) and a branded "look and feel" for St. Bart's Outreach and Social Justice, which will be incorporated into all of the above.

Because there are many individual missions and projects currently under the Outreach and Social Justice umbrella, we propose focusing our communications on just two. This will allow our communications to be more in-depth, and therefore more inspiring. Volunteer opportunities will be shared from all current Outreach and Social Justice ministries, but our stories will be the center of our strategy. We recommend Haiti mission work and Toco Hills Alliance as our focus.

The mid-January launch of this communications plan works well strategically for two primary reasons. At the beginning of each new year, many people recommit to ways they can improve or deepen their lives and grow within themselves. Outreach and Social Justice involvement will provide a wonderful opportunity to do just that. Additionally, St. Bart's will commence a series of Theology of Activism adult formation classes, also in mid-January. The juxtaposition of our communications roll-out and the adult formation series will serve to reinforce each other.

We will roll out our communications plan as follows:

### **Week 1**

Goal: To re-introduce St. Bart's parishioners to Outreach and Social Justice and call them to act in ways that grow spiritually and serve compassionately.

We will use the following communications channels:

- Newly branded Outreach and Social Justice email design, with messaging to entire parish about Outreach and Social Justice in the new year
- Redesigned Outreach and Social Justice webpage to include newly branded design elements and revised language
- Post language and graphic for Facebook
- Language for inclusion in Yellow Sheet
- Language for inclusion in weekly email newsletter
- Suggested calls-to-action for parish leadership
- Suggest including personal letter from Alan Sandlin encouraging engagement in Outreach and Social Justice, in January issue of the Apostle's Standard (dependent on deadlines)

## **Week 2**

Review response and engagement from week one and adjust messaging (news, stories, volunteer opportunities, etc.) accordingly.

Goal: To distribute messaging surrounding the work that is being done at St. Bart's around poverty – specifically Haiti mission and Toco Hills Alliance – and inspire people to become active.

We will use the following communications channels:

- Email to all parishioners
- Post language and graphic for Facebook
- Language for inclusion in Yellow Sheet
- Language for inclusion in weekly email newsletter
- Suggested Calls-to-Action for parish leadership

## **Week 3**

Review response and engagement from week two of the rollout plan and adjust messaging (news, stories, volunteer opportunities, etc.) accordingly.

Goal: To reinforce our messaging about poverty work – specifically Haiti mission and Toco Hills Alliance – and inspire people to become active.

We will use the following communications channels:

- Email to all parishioners
- Post language and graphic for Facebook
- Language for inclusion in Yellow Sheet
- Language for inclusion in weekly email newsletter
- Suggested Calls-to-Action for parish leadership

## **Week 4**

Review response and engagement from week three of the rollout plan and adjust messaging (news, stories, volunteer opportunities, etc.) accordingly.

Goal: To reinforce our messaging about poverty work – specifically Haiti mission and Toco Hills Alliance – and inspire people to become active.

We will use the following communications channels:

- Email to all parishioners
- Post language and graphic for Facebook



- Language for inclusion in Yellow Sheet
- Language for inclusion in weekly email newsletter
- Suggested Calls-to-Action for parish leadership

### **Other Recommendations**

We will reach out directly to volunteer participants during the campaign to share their experience on Facebook. This will serve as a reminder for volunteers to reflect on their experience and help to grow a more engaged community on Facebook.

### **Post Campaign**

After our four week communications plan ends, we will deliver a Volunteer Engagement Report (as described below.) This report will provide insight to St. Bart's about what messaging and strategies worked and what did not work during the communications "campaign," so that St. Bart's is informed going forward about which efforts are most effective. The report should also serve as a reference material for future campaigns and communications going forward.

### **Volunteer Engagement Report**

In an effort to monitor communications effectiveness and engagement, we recommend tracking the following key performance indicators (KPI) for the corresponding marketing channel.

#### **Email**

- *Unique Opens* - This KPI gives us an idea of how many people are opening the emails sent out. If the number of unique opens is lower than your average this could be a sign that the subject line did not resonate and may need to be revisited. This can be tracked using Constant Contact analytics.
- *Unique Open Rate* - This KPI is a measure of how many people on an email list viewed a particular email campaign. This provides a standard measure to compare emails with different list sizes. This can be tracked using Constant Contact analytics.
- *Unique Clicks* - This KPI gives us an idea of how many people are clicking links in the emails sent out. If the number of unique click is lower than your average this could be a sign that the call to action did not resonate and may need to be revisited. This can be tracked using Constant Contact analytics.
- *Unique Click Rate* - This KPI is a measure of how many people on an email list viewed a particular email campaign. This provides a standard measure to compare emails with different list sizes. This can be tracked using Constant Contact analytics.

#### **Outreach and Social Justice website page**

- *Number of Unique Visits* - This KPI gives us an idea of how many people are visiting the Outreach and Social Justice ministry page. This can be tracked by using Google Analytics.



- *Referral Traffic* - This KPI gives us an idea of how people are finding the Outreach and Social Justice ministry page, whether it is via social media, email, search or by typing in the url. This is good to monitor, so you can reallocate as needed. If most people are visiting the site from Facebook it may encourage you to post more on Facebook to drive more traffic to the Outreach and Social Justice website page. This can be tracked by using Google Analytics.

### **Facebook Page**

- *Number of engagements* - This KPI measures the number of comments, likes and shares that any given post receives on Facebook. This is good to track to see what post format works best for engagement. Do posts with pictures receive more likes than posts without pictures? It helps to answer these types of questions and allows you to choose the correct format for the goal set forth.

### **SOCIAL MEDIA OBSERVATIONS AND WAYS TO OPTIMIZE**

St. Bart's currently has multiple Facebook accounts, including:

- St. Bartholomew's Episcopal Church - Atlanta, GA | <https://www.facebook.com/St.BartsAtlanta>
- Missions & Justice | <https://www.facebook.com/groups/1798569323704167/>
- Outreach & Social Justice | <https://www.facebook.com/groups/1604479849873519/>
- Barbara Douglass (St. Bartholomews Atlanta GA) | <https://www.facebook.com/St.Barts01>
- St. Bartholomew's Episcopal Church | [https://www.facebook.com/pages/St-Bartholomews-Episcopal-Church/269102369867639?fref=ts&ref=br\\_tf](https://www.facebook.com/pages/St-Bartholomews-Episcopal-Church/269102369867639?fref=ts&ref=br_tf)
- St. Bart's Music Department | <https://www.facebook.com/St-Barts-Music-Department-100485676668084/>
- St. Bart's Compline Group | <https://www.facebook.com/groups/324929507551563/>

Our overall recommendation is to consolidate accounts and profiles. Ideally, organizations have one page that is easily searchable, active and updated regularly. We have found seven different pages/groups/profiles for St. Bart's. By having so many separate pages, people and conversations are being segregated from each other, and individuals are required to bounce around from page to page in order to stay in touch.

St. Bart's has two primary Facebook pages— one that looks to have been created by someone at St. Bart's, the other is a landmark page. Both are active, and both are currently being engaged with. We recommend merging the two. As an added benefit, this will reduce the number of pages your internal staff has to maintain.





The Music Department page is active, and therefore, we recommend keeping that page intact. We also recommend that postings made on the music page get shared to the St. Bart's primary page timeline.

We recommend deleting the following Facebook accounts, after posting an announcement pointing followers where to go, i.e., the Primary St. Bart's page.

Delete:

- Missions & Justice | <https://www.facebook.com/groups/1798569323704167/>
- Outreach & Social Justice | <https://www.facebook.com/groups/1604479849873519/>
- Barbara Douglass (St. Bartholomews Atlanta GA) | <https://www.facebook.com/St.Barts01>
- St. Bartholomew's Episcopal Church | [https://www.facebook.com/pages/St-Bartholomews-Episcopal-Church/269102369867639?fref=ts&ref=br\\_tf](https://www.facebook.com/pages/St-Bartholomews-Episcopal-Church/269102369867639?fref=ts&ref=br_tf)

**Note:** Currently the Facebook icon on the St. Bart's website points to Barbara Douglass (St. Bartholomews Atlanta GA) | <https://www.facebook.com/St.Barts01>. The Facebook icon should be updated and hyperlinked to St. Bartholomew's Episcopal Church - Atlanta, GA | <https://www.facebook.com/St.BartsAtlanta>. We recommend this be updated immediately.

Exhibit 1: SAMPLE DRAFT of Volunteer Posting for Social Media Work

## **Do you know your way around Facebook?**

Social Media Volunteer Opportunity

*What We Need*

We're looking for someone versed in the ways of social media to help consolidate St. Bart's many social media profiles.

*How This Will Help*

By helping us consolidate our social media profiles you will help us streamline our social media communications, position us to grow our digital community and provide a helping hand to our overworked communications team.

*What We Have in Place*

We currently have a communications team that will help you get started and provide details in the consolidation. Along with, social media account access any other information you may need.

*Total Estimated Time for Consolidation Task*

2-3 Hours

*Who to Contact*

If you're interested in this opportunity please reach out to (Insert Name) at (Insert Email)