

## **I. UNVEILING THE VISION**

### **A. Revisit the first survey.**

1. The first results will reflect the heart of the people.
2. Analyze and quantify the information.
3. Where does this fit in SPACE?

### **B. Compare with your observations.**

1. Take note of existing practices.
2. Test the waters.
3. Ministries people want to start.

### **C. Your vision statement.**

1. Paragraphs and not catchy phrases.
2. Incorporating all important aspects.
3. For your eyes and the permanent Pastor.

## **II. REVAMPING MEDIA AND ADVERTISING**

### **A. Existing media.**

1. What media does the church have?
2. Up to date or out of date?
3. Reflections of the current church.

B. The media masters.

1. Working with those in charge.
2. Passwords and accessibility.
3. Is this someone's area of gifting?

C. Add or delete?

1. The professionalism of the site.
2. Beneficial for the ministry.
3. Social Media presence.

### **III. CONSISTENCY**

A. The power of consistency.

1. Mili-second recognition.
2. Same message, same picture.
3. People want good marketing.

B. A simple and easy logo.

1. Use existing logo if possible.
2. Lots of resources to make or purchase logos.
3. The simpler the better.

C. Everywhere in everything.

1. Media platforms.
2. Printed church materials.
3. Correspondence.