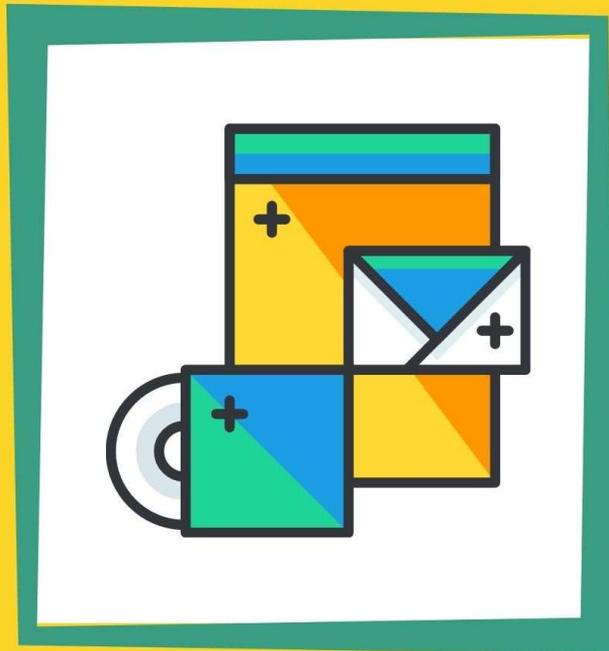




# Visibility Manual



**let your mission church be  
seen online and on the street**

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(September 2019)

## **Biblical Reflections**

### **• Jesus' Networking**

1. He "came upon them" in the course of doing something else - Mt. 9
  - Be Prepared; have brochures and business cards with you at all times to give out and put in places
2. He initiated contact with them – Jn. 4; Lk. 19
  - Be Planning; set time in your schedule to go at least 3-4 days a week 2-3 hours at a time to make contacts
3. People brought others to Him – Mt.8
  - Be Proactive; encourage your team, family, friends to give you referrals to contact
4. People initiated contact with Him – Mk. 10
  - Be open and friendly; cultivate a personality that will look for open doors to begin a conversation

### **• Pauline Networking**

1. He was led by the Holy Spirit – Acts 13,16
  - Be led by the Spirit – Prayer and the word initiates the leading of the Spirit. Each day begin by asking God to lead you to new people and new networks of people (organizations, government officials, professionals, social services).
2. He intentionally sought out contacts – Acts 17
  - Be strategically intentional; go to local: government meetings, ministeriums, libraries, schools, colleges, prisons, service groups
3. He interacted with religious groups (synagogues) – Acts 14,15
  - Be investigative – Find out if there are other planters in the area and what other churches exist and their beliefs. Dialogue with other pastors and church organizations and their leaders.
4. He taught, preached and reasoned – Acts 18
  - Be bold – Go into the public arena and pray for God to give you open doors to engage people with the Gospel and teach them the truth. Be ready to "reason" with people regarding Jesus.
5. He did mercy – Acts 20
  - Be sensitive – be aware of mercy needs in your target site that you and your team can help with.
6. He attracted all types and classes of people – Acts 18, 21
  - Be accepting of all people – multiculturalism is probably part of your target site; seek out a people group and get to know them.

## **The Planter's Initial Priority Visibility Actions**

- Spend 70% of time in the community rubbing shoulders with people. This creates high visibility.
- Meet 50 or more new people every week and some of them are going to show up at your meetings. What is your goal per week; 50, 75, 100? Keep a record of these people and form an email or mailing list of them for future communication.
- Have business cards, invite cards, and brochures produced to put in the hands of everyone you meet. Make a note on your phone or a pad of paper of the address, phone numbers, and emails of those who show interest. Follow up with them in any way you can.
- Set aside regular time each day to be out among the public.

## **The Planter's Team's Initial Priority Visibility Actions**

- The team must intentionally be out among the public inviting anyone they meet, especially their networks, and create visibility.
- They should have church invite cards to give to everyone.
- Encourage the team to do a backyard barbeque or another group activity regularly and invite the neighborhood and have literature available about the church plant.
- Schedule “taste and see” events where the team connects with unchurched people on a regular basis.
- Do weekly Servant Evangelism events in the community – cleanups, taking meals to people and the elderly.
- Mobilize new converts. New converts are more likely to have connections with unchurched people than the more mature converted church members. The more people you actually lead to Christ, the more likely your plant is to grow.
- Be careful with renting office space initially. Initially money should be put into advertising of all kinds.

## The Visibility Checklist:

- Develop your Values, Missions & Vision Statements**
  - Without your values, Mission and Vision Statements in place, you will not know what to make visible.
- Develop your Branding and Logo**
  - (See following section)
- Define your Target!**
  - Find out how your target person likes to be contacted: newspaper, emails, direct mail, etc.
- Let people know you!**
  - Create an E-newsletter and PSA (Public Service Announcement) lists. Write and distribute info about your news: services, special events, service in the community and human interest stories.
- Create and Keep up your Website and Social Media Pages.**
  - Make sure you update and post regularly.
- Have others to give you visibility on their Web sites!**
  - Get into the local Chamber of Commerce website or other organization or ministry in the area.
- Place your Website and URL on all materials.**
  - Business card, letterhead, email, literature, signage, promotional gifts, etc.
- Use social media.**
  - Use social media including Facebook, Twitter, LinkedIn. Google “*50 Social Sites That Every Business Needs a Presence on*” to see a complete list.
- Plan community service projects.**
  - Do a community survey to determine community need.
- Be available.**
  - Contact local government agencies, funeral homes, nursing homes and let them know you and that you are available to serve them and speak at their affairs if called upon.
- Submit articles.**
  - Submit articles to newspapers and magazines.
- Network.**
  - Participate in networking opportunities provided by local groups: the Chamber of Commerce, Rotary Club or other professional organizations.

# Branding & Logos

## Branding

A secular thought... *“There is some weight in actually clarifying what a brand is. Many people think a brand is a logo, a color scheme or a tag line. But a brand is not the design of a caricature, choice of colors, tagline, identity or product. Yes, all of these aforementioned concepts are part of a brand, but they do not comprehensively equal a brand.*

*More than anything, a brand is a promise to your audience. It’s a promise that by choosing your company, product or service, they will benefit from the best available in the industry. It’s a promise that your brand is communicating what your company represents – a great product or service. Your brand is your business’s character, personality and values. A brand isn’t just a logo. A brand is your business. And your business depends on the effectiveness of your brand.”*

<http://cooperhong.com/blog/2012/03/branding-basics-six-steps-to-brand-building#sthash.6hvX3J2F.dpuf>

In church planting, the plant’s branding displays the character and values of the church plant: its mission with God and relationship to the Lord, His Gospel and the community where the Lord has placed the plant.

- **Constructing a brand**  
What will your brand stand for in today’s culture? Will it be distinguishable from other churches? Will it be recognized by your target community?
- **Setting your brand apart**  
What makes your church unique, i.e. doctrine, love, fellowship, unity, joy, history, etc.
- **Branding Flows from your Values / Mission and Vision**  
It is imperative that the values, mission and vision of the church plant be set forth in order to develop the branding. What are the values? How will you carry out your values, and what is your vision for where the church plant is heading?
- **Communicate your brand comprehensively and regularly**  
All materials should express your brand consistently and bring attention to your brand often.
- **Testify to your brand**  
Communicate your brand to your team and flock and encourage them to live out the brand (values, mission, vision) in their lives while in their frame of reference.
- **Regularly evaluate**  
Check to see if your brand is working toward reaching your goals.

## Logos

Logos exist to identify. The use of images, symbols, graphics, etc., identify the churches. When a person sees your logo, they should connect it with your values.

- **Simple.** [SEP]

*DO streamline your design. DON'T overcomplicate things.* [SEP]

You want your logo to be easily recognizable. You want it to be simple, a quick way for people to notice and remember your brand. *Ask yourself: Could someone look at this logo and easily describe it?*

- **Distinct.** [SEP]

*DO set yourself apart. DON'T look just like others.* [SEP]

Without a distinct logo design, you may find potential attendees have a hard time recognizing your brand, or confuse you with another church. *Ask yourself: Does this logo look unique? Is it easy to distinguish from other brands?*

- **Versatile.** [SEP]

*DO consider various applications. DON'T design for just one size or medium.* [SEP]

A great logo can be printed at different sizes, across different mediums and in different applications without losing its power and esthetic. A great logo has to work well on the web, in print ads, on letterheads and in video. *Ask yourself: Will this logo be as effective on a billboard as it is on letterhead? Will it work in full color as well as black and white?*

- **Appropriate.**

*DO think about church. DON'T feel the need to be literal.* [SEP]

A church logo does not always have to have a church building in it. *Ask yourself: Does this logo communicate a correct view of our church? Does it show or in some way hint at what type of church we are?*

- **Memorable.**

*DON'T be forgettable. DO leave an impression.* [SEP]

A great logo will remain clear enough in memory that a person who has only seen the logo once can recall the logo well enough to describe it to someone else. *Ask yourself: Can this logo make a lasting impression? Will it be memorable?*

- **Timeless.** [SEP]

*DON'T be trendy. DO aim for longevity.* [SEP]

Trends come and go, what looks good today may be cheesy tomorrow. Where your brand is concerned, longevity is key. *Ask yourself: Will this logo still be relevant in one to five years? Can it withstand years of changes in the industry?*

# A Visibility Template

## Visibility Plan Outline (sample)

### ❖ Development of Values / Mission and Vision

- Who: Planter / TLT / A-Team
- When: First thing upon opening of Mission Church
- What: Planter presents ideas for the Values, Mission and Vision and discusses them with the TLT and A-Team

### ❖ Media & Advertising

- Who: \_\_\_\_\_
- When: 4 to 6 weeks before every event we will send out a press release & Public Service Announcements: (List media sources below)
- What: Send out Press releases (PSA) to Newspapers & Radio Stations
  - \_\_\_\_\_
    - Contact \_\_\_\_\_
  - Facebook & Twitter – post events online
  - <http://eventful.com>

### ❖ Website / Social Media

- Website/ Social Media Update Weekly
  - Who: \_\_\_\_\_
  - When: Mondays
  - What: Upload Sermon, update announcements & Calendar
- Monthly Update
  - Who: \_\_\_\_\_
  - When: 1<sup>st</sup> Monday of the month
  - What: Update flash pictures, information

### ❖ Branding: Logos, Brochure, Literature, Signage, Posters & Flyers

- Logo
  - Who: \_\_\_\_\_
  - When: \_\_\_\_\_

- What: Seek design help to create an attractive and memorable logo.
- Where: Use on all advertising, posters, stationary, bulletins, etc.

○ **Brochure**

- Who: \_\_\_\_\_
- When: \_\_\_\_\_
- What: Create an attractive brochure, stationary, etc.
- Where: On everything

○ **Signage**

- Who: \_\_\_\_\_
- When: \_\_\_\_\_
- What: Main sign out front, signage leading to church (check on local sign regulations).

○ **Posters**

- Who: \_\_\_\_\_
- When: \_\_\_\_\_
- What: To help advertise the church
- Where: Starbucks, Libraries, local bulletin boards, other businesses, etc.

○ **Flyers**

- Who: \_\_\_\_\_
- When: 4 to 6 weeks before an event
- What: Creative flyers to help promote events
- Where: Put them up in various businesses in the community
  - Gas Stations
  - Daycares
  - Library
  - Local government buildings
  - Businesses, etc.

❖ **Visitation & Follow Up Plan**

○ Visitation after Church Services

- Who: \_\_\_\_\_
- When: \_\_\_\_\_
  - Send (letter, card)
  - Call
  - Visit (Intentionally set visitation time and train others to visit)
- What: Use Church Extension's Visitation manual  
[www.churchplantingbfc.org](http://www.churchplantingbfc.org) (Bearing Witness of Him!)

○ Surveying

- Who: \_\_\_\_\_
- When: \_\_\_\_\_
- What: Use Church Extension's Survey manuals  
[www.churchplantingbfc.org](http://www.churchplantingbfc.org) (BFC Community Survey Manual &  
Demographic Survey Taskbook)
- Where: In ministry target areas

❖ **Bulk Mailers**

- Who: \_\_\_\_\_
- When: \_\_\_\_\_
- Where: In ministry target areas
- How: Through [www.outreach.com](http://www.outreach.com) and Church Extension's bulk mail permit