

Outreach Team February 29, 2024.

The plan for outreach would be to create, in collaboration with the board, an Outreach Committee. This would have to be a broad-based group with many members to avoid burnout. A smaller sub-committee would find professionals who could do some of the more technical aspects of this project.

The objective of this committee would be to grow our Beacon Congregation by increasing our outreach to those in the larger community who share our values and are longing for an inclusive community to belong to. Success would be measured by documenting things like the number of new visitors, new friends, and new members.

One of the first things that will have to be done is to update our website. We might need to hire a professional to do this. We need new photos that accurately reflect who we are and need to update them regularly. We might hold regular meetings where people could help choose the photos and videos that are put on the website. Participating in the selection of photos would be a real community building activity. The congregation should also be encouraged to always be on the lookout for opportunities to take a photo or video during Beacon events. We could also include the congregation in discussions that might help clarify the core identity and values we wish to portray to the world on our website. These meetings could take place in our new meeting room beside the stage before or after church on Sundays.

We currently have a private Facebook page, but we will need to develop and curate a public Facebook page. We probably don't have the volunteer energy or knowledge for that right now so will have to pay someone to do this. Who ever we hire to do this could also update our Instagram page and possibly find other forms of social media for us to participate in. There will be analytics that this person would be able to use to measure our success in this endeavour.

We will also have to create and print promotional materials to have at our greeters table and to use at public events. We would probably have to pay a professional for this as well.

It has been a long time since we have had the beautiful shirts that Donna Hamilton created. It is time to design some new branded wearables. They could have a nice message on them and not just the name of our church. That would encourage others to wear them. We could also have other branded items such as travel coffee mugs for people to use during coffee hour. People would purchase these, so there would be an initial cost, but we would make the money back.

Part of outreach is inviting people to join us on Sundays and to participate in our events and clubs. We can have some specific Welcome Sundays where we invite family and friends. We might also create welcome cards that our congregants could hand out to acquaintances and people we meet with information about our church.

We also might include more photos and links to videos in BTW.

Financial impacts would be the cost of hiring a social media professional. This could end up being an ongoing expense. We would also have to pay to produce promotional materials. This would be money well spent.