



ST.
BRIGIT
EPISCOPAL
CHURCH

MARKETING PLAN

presented to

2015 Bishop's Committee
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presented by

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NOTE TO ST. BRIGIT BISHOP'S COMMITTEE

We believe that St. Brigit is a very special church community. The Holy Spirit is alive and well among us, and we have a great deal to offer to the greater community surrounding us. We also believe that we are called to reach out to the greater community in the spirit of evangelism and increase awareness of all that St. Brigit has to offer.

In addition, as St. Brigit makes the transition from a family church to a pastoral church, we need to be more intentional in the way our activities are planned and coordinated. We also need to ensure that there are plans in place for continuity of programs and succession of responsibility for these programs.

In keeping with these beliefs and needs, we have developed this comprehensive marketing plan. This may seem like a somewhat radical idea to you, and you may be asking some questions at this point. Why should a church have a marketing plan? What is a marketing plan? What is marketing?

These are all very good and important questions; and a thoughtful, though concise, response to each will help you appreciate the value of the document that you are reading.

First of all, what is marketing? Often people use the terms “marketing” and “advertising” or “promoting” interchangeably. Marketing is not the same as advertising or promoting. Rather, marketing is the consideration and presentation of an organization’s overall public-facing activity for the purpose of fulfilling its mission.

For understanding the basics of the marketing process, one should be aware of the four “Ps” of marketing: product, place, price, and promotion. A marketing plan will address all four of these Ps. It will offer a listing and brief description of all of the products that are offered. It will describe the places where the products are sold or otherwise delivered. It will note the price that is charged, including the cost of any product variations. It will provide the ways in which the products are promoted, including, ideally, an operations plan for each product’s promotion.

Why should a church have a marketing plan? Simply put, the reason is to make better use of limited resources in the programmatic ways the church pursues its mission.

A marketing plan helps a church:

- 1) to better understand all the ways it draws people into its mission; these are the “products” that it makes available
- 2) to think about the place where it provides its products, be this on a campus property or within a geographic area
- 3) to consider ways that it could raise additional revenue through the pricing of products, as appropriate; and to reflect upon what it means for participation and commitment when prices are not charged for products
- 4) to develop a plan and budget for promoting its products in an intentional and rhythmic fashion

According to the Book of Common Prayer, the mission of the Episcopal Church is, “to restore all people to unity with God and each other in Christ.” Our mission at St. Brigit is to be “a welcoming community where God's love transforms lives through worship and service to others.” Both of these mission statements form the foundation for our marketing plan.

In conclusion, this plan has been developed with specific goals for its implementation in mind, which would help St. Brigit:

- grow in membership and ministry
- increase its name or “brand” recognition
- increase its annual operating budget in support of sustainable ministry

We believe that, being a creative effort between God’s Holy Spirit and God’s servants, the development and enactment of a marketing plan can be the work of God through our human hands. We look forward to your thoughts and guidance related to this plan.

– C.J. Joplin-Jack and Lyle SmithGraybeal

CHARACTERISTICS OF CONGREGATION TO PROMOTE

Each organization or community has its own unique nature or character which helps define it in the minds of participants and non-participants. Character for an individual is the sum total of that person's beliefs, thoughts, and experiences; for an organization, it is the beliefs, thoughts, and experiences of individuals, all combined to create an entity that reflects them collectively. It is important for a marketing plan to be clear on these characteristics, as this will add important nuance to the ways products are developed and promoted and allow for differentiation from similar products offered by similar organizations.

Bishop's Committee Questions: What are St. Brigit's characteristics we want to promote? What makes us a unique community in our geographic area? Does the following list capture these characteristics? What should not be included here? What is missing?

St. Brigit's Characteristics

- Celtic Christian
- Conservative and Progressive in Liturgy and Theology
- Contemplative and Active
- Diverse Backgrounds of Members
- Lifelong Faith Formation
- Liturgical Worship
- Outreach-oriented
- Scripture-led
- Spirit-driven
- Welcoming to ALL

PRODUCTS

The products included in any marketing plan are an outgrowth of an organization's core values. This plan focuses on St. Brigit's five core values and then groups the "products" we offer under each of these values.

Inevitably, a particular product is going to reflect more than one core value. Nevertheless an attempt has been made to connect each product to the primary core value that it either embodies or nurtures. This can be helpful for 1) ensuring that we have products tied to each of our core values and 2) targeting new product development in those areas that are lacking.

Note that for the first core value of Outreach a broader than typical understanding has been used which includes both social ministry and evangelism.

Bishop's Committee Questions: Does this list accurately portray all of the products that St. Brigit offers? What are additional products that we need to promote? What should not be included here?

1. A strong emphasis on outreach to the community in Christ's name (Matt 25:34-36).

Core Value Keyword: Outreach

- Áit Caol – celebrating the summer and winter solstice and the spring and fall equinox
- Brigit's Bounty (kid's activities, learn to garden, volunteer, etc.) – growing food to subsidize the household budgets of Carbon Valley community members
- Brigit's Village – developing affordable housing for Carbon Valley seniors
- Ceili – dancing and story-telling with a Celtic flair
- Christmas Pageant – telling the story of Jesus's birth
- Harvest Gathering Fundraiser – partying, chatting, and raising funds for outreach
- Health Fair – providing no-cost health assessment to Carbon Valley community members
- Help Portrait – offering a holiday portrait to Carbon Valley community members
- Special Services of the Church Year (Ash Wednesday, Christmas Eve, Easter, Holy Week, St. Brigit Feast Day, St. Francis Service, etc.) – inviting Carbon Valley community members into the rhythm of the Church year

2. A place where children are welcomed and learn to love God and one another
(Luke 18:15-17).

Core Value Keyword: Children/Youth

- Children's Sunday School – educating primary and middle aged in Bible and faith basics
- Confirmation – discovering and exploring a life of discipleship to Jesus
- Fat Tuesday Fundraiser – dancing and eating Cajun specialties
- Lightsiderz Youth Group – creating a safe space for listening and being heard

3. A place that includes and offers hospitality to ALL
(Luke 10:25-37).

Core Value Keyword: Hospitality

- Bishop's Committee – governing the church to be a place that is welcoming to ALL
- Friends of St. Brigit – helping sustain a community of faith
- Priest – inviting members into the fullness of ministry and vocation
- Staff – creating space for worshipping and realization of spiritual gifts
- Stewardship (time, talent, treasure) – supporting our common life in and through St. Brigit's ministries

4. A place where we care well for one another and a place we call home
(John 15:12-13).

Core Value Keyword: Community

- Becoming – Belonging – Believing – introducing St. Brigit's common life
- Healing Prayer – inviting God's healing
- Pastoral Visits – affirming and encouraging in the midst of difficult times
- Quarterly Potluck – re-connecting the community to each other
- Shamrock Suppers – creating opportunity for deeper connectedness
- Sunday Eucharist – celebrating the life, death, and resurrection of Jesus Christ

5. A place that nurtures the pursuit of lifelong Christian formation
(Romans 12:1-2).

Core Value Keyword: Formation

- Adult Activities (book and video discussions, formation groups, etc.) – catalyzing growth and formation
- Catechumenate – discovering and exploring a life of discipleship to Jesus
- Centering Prayer – letting go of doing to be with God
- Labyrinth – moving and praying through pilgrimage
- Retreats (men's, women's, utilizing yellow house for retreat space) – moving from the shallows to the depths of life with God

PLACE

Coming about in recent memory, the ability to promote products to people through mass media and over the internet and to ship items great distances has disrupted a sense of place for marketers. Being a local church that is not seeking out a mass media or programmatic internet presence, St. Brigit has a geographic focus for providing its products, defined roughly by the distance a person will drive to participate in regularly offered activities. Most products, such as Sunday Eucharist, are provided on the church campus; some, like the Harvest Gathering Fundraiser, are offered other places in the community.

Bishop's Committee Questions: Where are the varied places that we offer our products? What is our geographic area for promotional activities, the "draw area" for St. Brigit?

Places we provide our products:

- St. Brigit Campus
- Carbon Valley
- NE Boulder County
- SW Weld County
- Denver-metro Area

PRICE

Traditionally, nonprofit organizations such as churches do not charge for their products. Increasingly, however, the move towards social enterprise and the desire for participants to fully participate in and take personal ownership of the programming that is being offered has caused charitable organizations to charge a fee for participation. Additionally, there are some faith communities, such as synagogues, which ask members to pay a share or stake for participation in the life of the congregation. This definitely is not being suggested for St. Brigit; it is simply a cause for reflection.

Bishop's Committee Questions: For what products do we set a price? For what products should we set a price?

Priced Products

- Fat Tuesday Fundraiser
- Harvest Gathering Fundraiser
- Lightsiderz Youth Group (Quest weekends, summer mission trip, regular activities, etc.)

PROMOTION

The capstone of the marketing plan is promotion. The utilization of the products being created will occur only if people are made aware that the product is available.

The time has come for St. Brigit to promote!

Bishop's Committee Questions: Do you see other methods of promotion which are not yet included? Are the promotional means which are included realistic for St. Brigit, given its financial and human resources?

Events

- Chamber of Commerce
 - Annual Awards Dinner (community service award)
 - Business After Hours (nonprofit spotlight)
 - Golf Tournament
 - Monthly Luncheon (nonprofit spotlight in December)
- Tri-Towns
 - Carbon Valley Music and Spirits Festival (Dacono)
 - Food & Flick Fridays (Firestone)
 - Fourth at Firestone (Firestone; includes parade)
 - Holiday Festival (all three towns)
 - Lunch and Learn (Carbon Valley Seniors)
 - Miners' Day (Frederick; includes parade)
 - Summer Farmers' Market (Frederick)

Memberships

- Carbon Valley Chamber of Commerce
- Carbon Valley Network (nonprofits)
- Carbon Valley Seniors
- Frederick Downtown Business Association

Print and Electronic Media

- Carbon Valley Consumer Report
- Carbon Valley Recreation District Activity Guide
- Episcopal Networks
 - Colorado Episcopalian
 - Contemplative Beehive
 - Diocese of Colorado calendar
 - Diocesan clergy listserv
 - Front Range Region listserv
 - nearby Episcopal churches
 - Spiritual Direction Colorado
- Facebook
- Leaflet Community (businesses, post offices, etc.)
- Longmont Times Call (print/online ads, online events calendar)
- Middle School Friday Info Packets
- Municipality Online Event Calendars
- 9News website (online ads)
- Press Releases to Local Newspapers (need a policy on press release topics)

Signage

- St. Brigit Campus
- Colorado Boulevard/Tipple Parkway (Episcopal Church Welcomes You)
- Downtown Frederick Business Association

Word of Mouth

- Branded Items
 - coffee mugs
 - dog collars
 - lip balm
 - pens
 - shopping bags
 - stickers
 - t-shirts
- Talking Points for Special Projects (Brigit's Village)

BUDGET

The implementation of any marketing plan requires financial resources. The estimated cost to St. Brigit of this comprehensive plan is approximately \$15,000 per year. Some budget items could be phased in over time. The minimum budget required to implement basic marketing activities is estimated to be approximately \$12,000 per year.

Budget notes:

- Signage is one-time expense (\$1248)
- Unpaid volunteer professional services are not included in budget (value \$42,810/year)
 - Marketing Consultant (\$40,000 - 20 hours/week)
 - Graphic Designer (\$650 - 24 flyers/year)
 - Photographer (\$2,160 - 12 custom photos for flyers/year)

Bishop's Committee Questions: Will the Bishop's Committee commit a budget to marketing activities? If so, what will be this amount?

ST. BRIGIT COMPREHENSIVE MARKETING BUDGET - 2015 (annualized)	Sub-total	Total	Notes
Advertising			
Online: 9News.com	1800		church exclusive in 5-mile radius
Online: Longmont Times Call	1200		banner ads 12 weeks/year
Print: Carbon Valley Consumer Report	1390		2 1/4 page ads
Print: Carbon Valley Recreation District Activity Guide	1320		3 1/2 page ads
Print: Longmont Times Call	975		2 1/4 page ads
Total Advertising		6685	
Branded Items			for sales and as giveaways
Coffee Mugs	706		288 qty
Dog Collars	220		100 qty
Lip Balm	180		500 qty
Pens	60		300 qty
Shopping Bags	580		500 qty
Stickers	195		125 qty
T-shirts	885		100 qty
Total Branded Items		2826	
Design			
Image Permissions	99		99 images/year
Total Design		99	
Exhibitor/Member/Sponsor Fees			
Carbon Valley Chamber of Commerce: Annual Dinner Registration	45		networking opportunity
Carbon Valley Chamber of Commerce: Golf Tournament Sponsor	250		
Carbon Valley Chamber of Commerce: Member	200		
Carbon Valley Chamber of Commerce: Monthly Luncheon Registration	144		networking opportunity
Carbon Valley Seniors: Lunch and Learn	150		two lunch presentations/year
Dacono: Carbon Valley Music and Spirits Festival	250		cost is estimated
Firestone: Food & Flick Fridays	200		
Firestone: Fourth at Firestone	250		\$25 exhibitor fee if not a sponsor
Firestone: Carbon Valley Holiday Festival	250		
Frederick: Summer Farmers' Market	0		nonprofits can exhibit 6 times/season for free
Frederick: Miners' Day	500		\$35 exhibitor fee if not a sponsor
Total Exhibitor/Member/Sponsor Fees		2239	

Hospitality			
A'it Caol: Food	624		
A'it Caol: Paper Ware	88		
Ceili: Paper Ware	220		
Frederick Downtown Business Association: Food	20		
Total Hospitality		952	
Photocopies/Printing			
Black and White	40		1000 copies/yr @ \$.04/copy
Color	160		550 copies/yr @ \$0.29/copy
Total Photocopies/Printing		200	
Relationship Building			
Coffee w/ Carbon Valley Community Members	240		24 @ \$10 each
Lunch w/ Carbon Valley Community Members	300		12 @ \$25 each
Total Relationship Building		540	
Signage			
Banner	98		2 qty for events
Campus	650		promotional and directional
Episcopal Church Welcomes You	500		Colorado Boulevard and Tipple Parkway
Total Signage		1248	
TOTAL ST. BRIGIT COMPREHENSIVE MARKETING BUDGET - 2015 (annualized)		14789	

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Print: Carbon Valley Consumer Report	1390		2 1/4 page ads
Print: Longmont Times-Call	975		2 1/4 page ads
Total Advertising		4165	
Branded Items			for sales and as giveaways
Coffee Mugs	706		288 qty
Lip Balm	180		100 qty
Pens	60		300 qty
Shopping Bags	580		500 qty
Stickers	195		125 qty
T-shirts	885		100 qty
Total Branded Items		2606	
Design			
Image Permissions	99		99 images/year
Total Design		99	
Exhibitor/Member/Sponsor Fees			
Carbon Valley Chamber of Commerce: Annual Dinner Registration	45		networking opportunity
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TOTAL ST. BRIGIT BASIC MARKETING BUDGET - 2015 (annualized)		12049	

PROMOTION PLANS

A detailed promotion plan for each product and the organization writ large needs to be developed, including activities such as creating a press release for Help Portrait, putting out temporary signage for Sunday Eucharist, or renewing annual organization memberships to make sure people in the community know of St. Brigit. These plans are essential, not only to make sure promotion is consistent, but also to ensure succession if a person performing one or another function is no longer available to do so and new people need to take on existing responsibilities.

The promotion plan for the quarterly Áit Caol service is provided below as an example of the plans which will be developed for all products.

Áit Caol Promotion Plan

1. Set Date
2. Design Flyer
3. Print Flyer
4. Promote Electronically
 - Internally
 - Facebook
 - Website
 - Weekly Update
 - Externally
 - A'it Caol mailing lists
 - Diocese of Colorado email lists
 - Municipality event calendars
 - Newspaper event calendars
 - Press release
 - Social networks

5. Promote Physically

- distribute flyers *

* flyer distribution locations (split distribution into two groups by geographic area with a map so that two different people can distribute):

Carbon Valley

Carbon Valley Regional Library, Dacono Discount Grocer, Eagle Crest, En Face, Georgia Boys, Post Offices (Dacono, Frederick, Firestone), Prairie Greens, Recreation Center, Santiagos, Senior Center

Longmont

Brewing Market, Cafe Luna, Full Circle Yoga, Hobby Lobby, Java Stop, La Vita Bella Coffee, Modena Wine Cafe, Longmont Senior Center, Lucky's, Odyssey Yoga, Panera, Red Frog Coffee, Sun Rose Café, The Eleanor, Vitamin Cottage, Ziggi's Coffee