

NONPROFIT LEADERSHIP CERTIFICATION

MARKETING & COMMUNICATION
ROHANN D. WELLINGTON


1

WELCOME

THANK YOU FOR COMING

2

About your speaker...



LISA, ARIEL, JAXON & ROHANN WELLINGTON

and you...

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PRESENTATION OUTLINE

- Spiritual Foundation
- Leadership Challenge
- New Media Technology
- Strategy

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SPIRITUAL FOUNDATION

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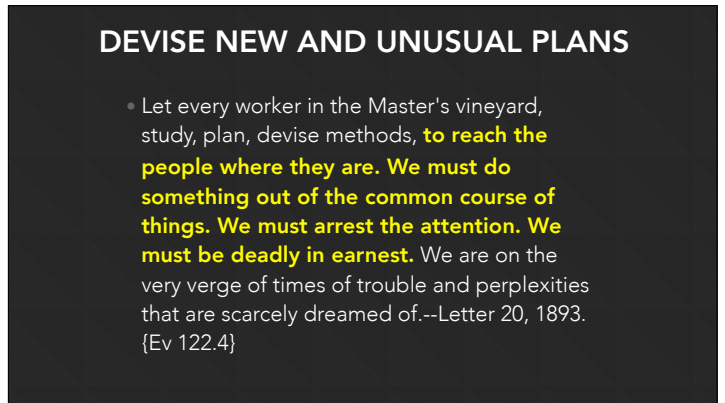
AND THIS GOSPEL OF THE
KINGDOM WILL BE **PREACHED** IN
THE WHOLE WORLD AS A
TESTIMONY TO ALL NATIONS,
AND THEN THE END WILL COME.

MATTHEW 24:14

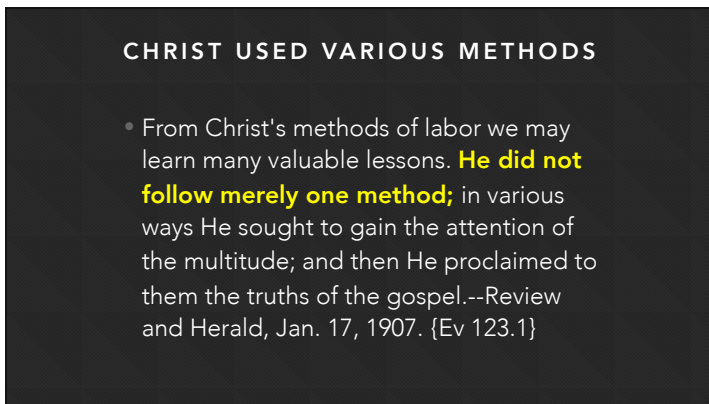
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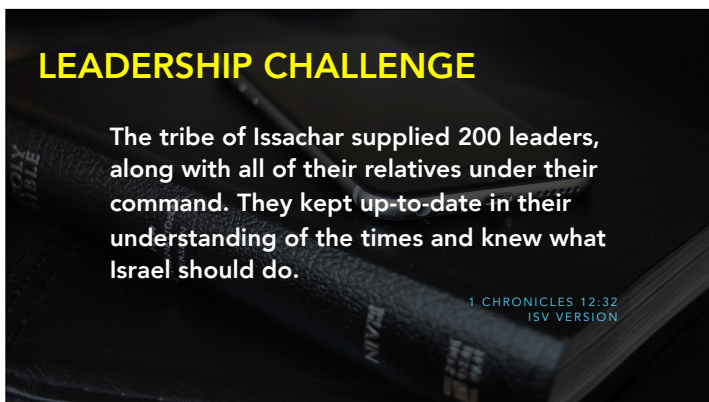
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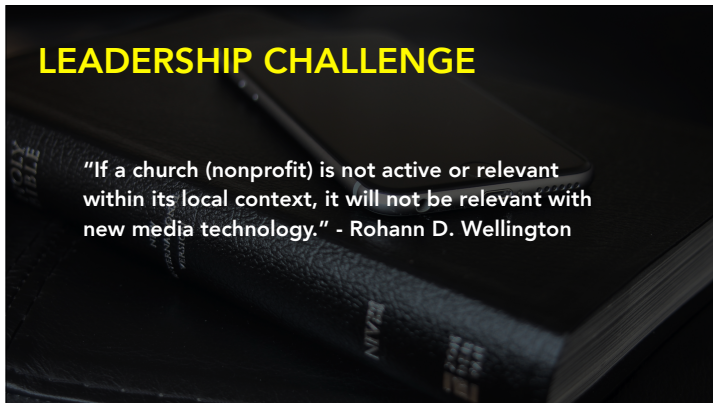
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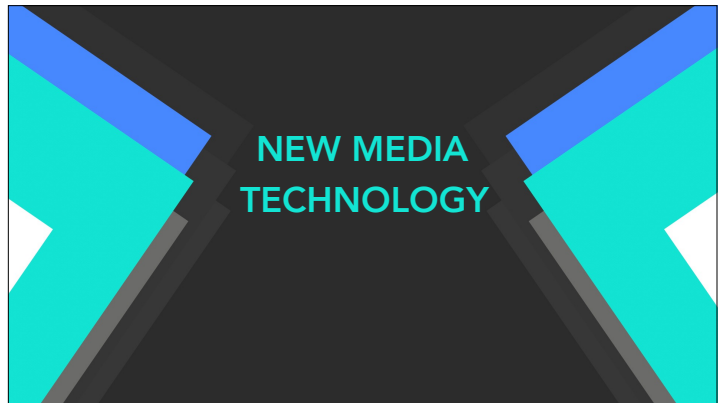
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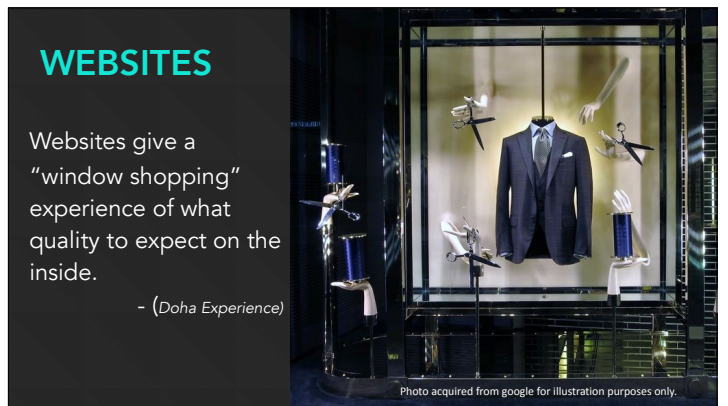
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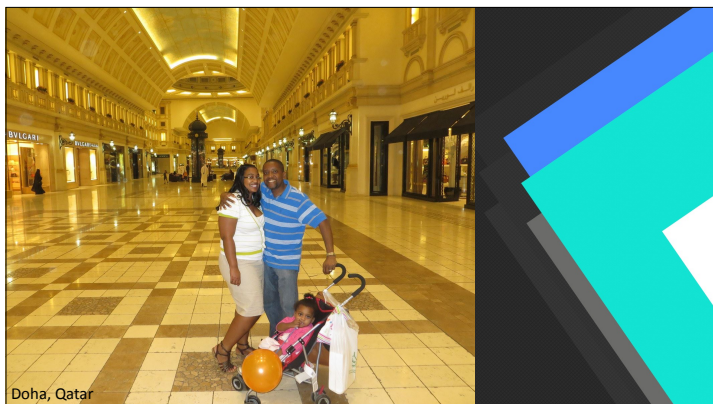
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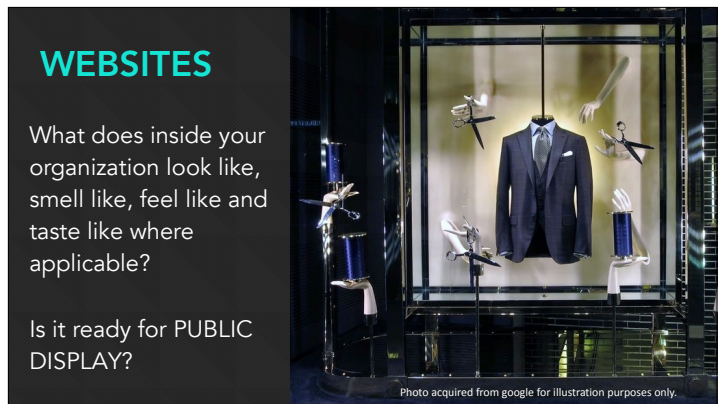
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WEBSITES

Three important questions to consider:

1. What is the main purpose of your website?
2. What is the vision behind your website?
3. Who are your site visitors?

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WEBSITES

A Church (nonprofit) that has a website without a strategic plan for mission is missing its focus.

*E. Kaye, The Christian Church in the digital age.
Chapter 2, para 3.*

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WEBSITES

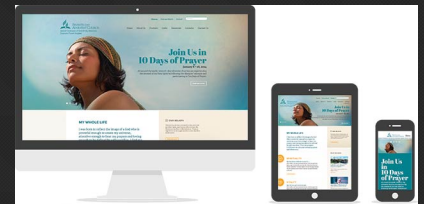
Pointers:

- Clean and Uncluttered
- Simple Language
- No Jargons

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RESPONSIVE WEBSITES

Automatically adjust to fit screen for maximum viewing and user experience based on device.

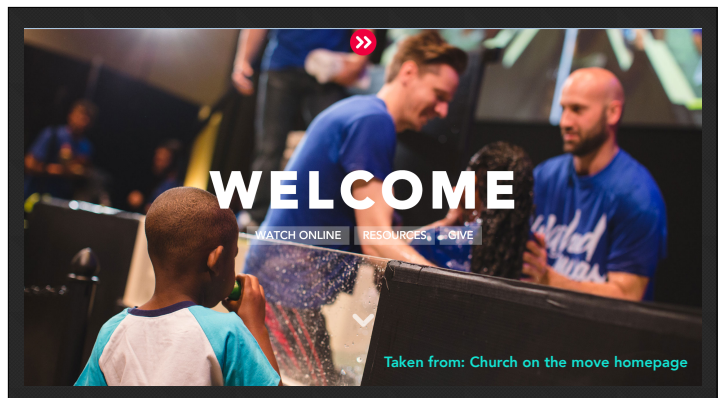


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WEBSITE REVIEW

www.oucsda.org

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WEBSITES

Developer Resources for Churches & Nonprofits

- Adventist Church Connect
- Adventist School Connect
- Simple Updates
- WIX

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GROUP DISCUSSION

Name three things you think are a must on every church/nonprofit website?

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SOCIAL MEDIA

"Social media is both a stethoscope, magnifying your ability to listen to your congregation and community, and a megaphone, magnifying your ability to proclaim God's word to your community" (M Gould, - *The Social Media Gospel, Kindle Location 105*).

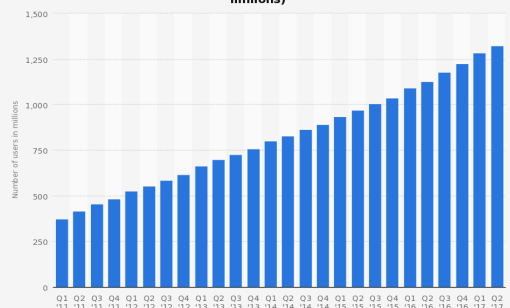
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SOCIAL MEDIA

Social media allows you to create a community that you can reach with your message!

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Number of daily active Facebook users worldwide as of 2nd quarter 2017 (in millions)



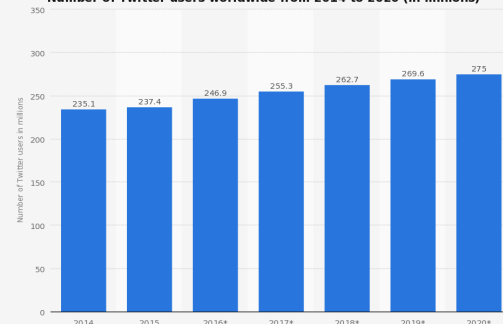
Source: Facebook © Statista 2017

Additional Information: World: Facebook, 1st quarter 2011 to 2nd quarter 2017

statista

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Number of Twitter users worldwide from 2014 to 2020 (in millions)



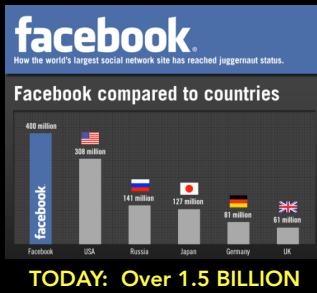
Source: eMarketer © Statista 2017

Additional Information: Worldwide, eMarketer, 2014 to 2016, via any device at least once per month

statista

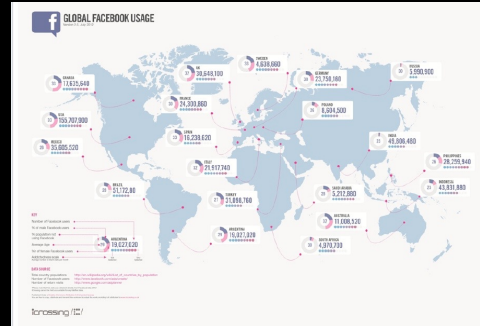
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Social Media



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Social Media



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POWER OF SOCIAL MEDIA

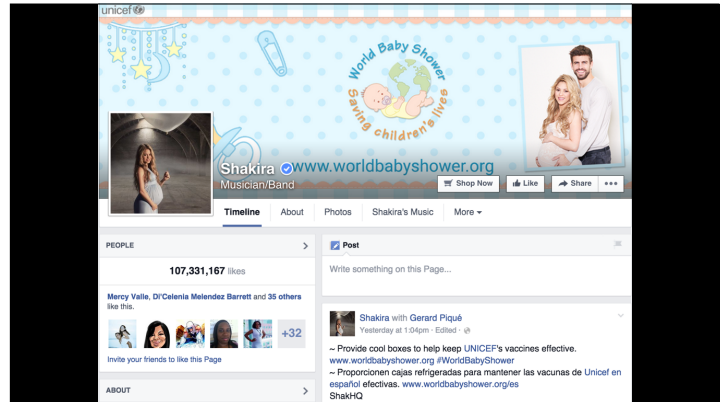
US President Barack Obama

- Called the First Social Media President
- One of the Most popular Twitter account
- One of the most popular Facebook pages
- His Campaign included:

- Youtube
- Flickr
- Linkln



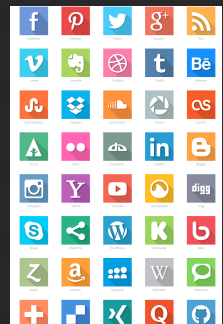
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POWER OF SOCIAL MEDIA

- Social Media allows a two way conversation in real time.
- Social Media allows one to influence the lives of others and in some cases the decisions they make.*
- Social Media allows the development of real relationships with real people in a virtual world.



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POWER OF SOCIAL MEDIA

- **Burger King Whopper Sacrifice**

- Launched the Whopper Sacrifice that Facebook eventually had to limit forcing it to close down.

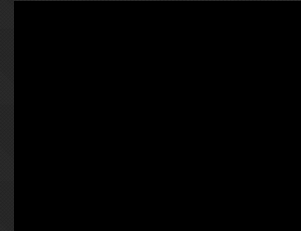
- They offered Facebook users a free Whopper coupon if they "UNFRIEND" 10 of their social network connections

- <http://youtu.be/Y14uzOAtPiE>



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POWER OF SOCIAL MEDIA



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SOCIAL MEDIA - FACEBOOK

- **Facebook Language worth knowing:**

- **Status:** the question "what is on your mind?" is where you post your thoughts and feelings that you want your friends to read.

- **Pages:** profiles for businesses and brands to connect to your followers.

- **Groups:** close circles of people that share and keep in touch

- **Timeline:** your collection of the photos, stories and experiences that tell your story

- **Share:** posting someone else's status or connect with things you care about.



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SOCIAL MEDIA - FACEBOOK

- **Facebook Downside for Nonprofits:**

- **Status:** posting a status update or sharing a link on your Facebook Page will only get it into 15-25% of your fan's news feeds, due to an algorithm developed by Facebook called EdgeRank. To be able to reach all 100% of your fans and more, you will have to pay for every post you wanted promoted.

- **Status updates for organizations require some financial investment for maximum exposure.**

- **Groups may be an alternative.**



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SOCIAL MEDIA - FACEBOOK

- **Facebook remains the top social network for U.S. teens.** Nearly half of teen Facebook users say they're using the site more than last year, and Facebook has more daily teen users than any other social network.

Read more: <http://www.businessinsider.com/2014-social-media-demographics-update-2014-9#ixzz3RKR5Vwp7>



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Young Americans Haven't Abandoned Facebook (Yet)

% of Americans aged 12-24 who currently ever use the following social networks*



* based on 2,002 interviews of people aged 12 and older conducted between January 6 and February 9, 2015
Source: Edison Research & Triton Digital

statista

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SOCIAL MEDIA - FACEBOOK STRATEGY

ENGAGEMENT

- **Maximize your timeline Cover Photos:** Whatever you want to display on the photo, recognize that this is a premium opportunity for your ministry to advertise one event that is happening, church times, or upcoming sermon topics. By no means should you sacrifice the whole cover photo to marketing because people really do want to see faces..
- **Facebook Photos for More Reach:** Action photos are the best. If you want to reach and get more likes its best to post photos of your events and take the time to tag people in each.

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SOCIAL MEDIA - FACEBOOK STRATEGY

ENGAGEMENT

- **Pay for boost of selected posts:** There is NO WAY around this to date.

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Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets". It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over 300 million users as of 2011, [5] generating over 300 million tweets and handling over 1.6 billion search queries per day.[3][8][9] It has been described as "the SMS of the Internet." [10]

Twitter Inc. is based in San Francisco, with additional servers and offices in New York City. - wikipedia

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SOCIAL MEDIA - TWITTER

Twitter Commands worth knowing:

- **FOLLOW username:** this command allows you to start receiving notifications for a specific person on your phone. Example: follow jeremy
- **LEAVE username:** this command allows you to stop receiving notifications for a specific person on your phone. Example: leave benfu
- **@username + message:** directs a twitter at another person, and causes your twitter to save in their "replies" tab. Example: @meangrape I love that song too!

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SOCIAL MEDIA - TWITTER

- **Twitter Commands worth knowing:**
- **FAV username:** marks a person's last twitter as a favorite. (hint: reply to any update with FAV to mark it as a favorite if you're receiving it in real time)
Example: fav al3x
- **STATS:** this command returns your number of followers, how many people you're following, and your bio information.
- **INVITE phone number:** will send an SMS invite to a friend's mobile phone. Example: Invite 415 555 1212



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SOCIAL MEDIA - BENEFITS

Direct Marketing Options - zipcode specific
Live Stream Events - (Ustream & Live Stream)
Forums & Discussion Groups (eg. Bible studies)
Relationship building with members of your church and people in the community.



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QUESTION

Does your church/organization have a social media presence?
Are you on social media?

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DEVISE NEW AND UNUSUAL PLANS

- Let every worker in the Master's vineyard, study, plan, devise methods, **to reach the people where they are. We must do something out of the common course of things. We must arrest the attention. We must be deadly in earnest.** We are on the very verge of times of trouble and perplexities that are scarcely dreamed of.--Letter 20, 1893. {Ev 122.4}

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SOCIAL MEDIA DON'TS

- **Eleven Things NOT To Do on Social Media** - By John Lusher - www.webuildbuzz.com
- Do Not share pictures, photos or artwork that could potentially incriminate or embarrass you.
- Do Not self-promote or only promote yourself or your brand.
- Do Not re-share or re-post links without checking them out first on your own.
- Do Not ignore comments, responses or conversations by your followers.
- Do Not jump into the social media pool without a plan!



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SOCIAL MEDIA DON'TS

- **Eleven Things NOT To Do on Social Media** - By John Lusher - www.webuildbuzz.com
- Do Not set it and forget it.
- Do Not be negative.
- Do Not share too much personal information.
- Do Not respond to comments or posts out of anger or resentment.
- Do Not copy material and use it as your own!
- Do Not forget, these ARE real relationships, with real people.



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SOCIAL MEDIA

Christ has no online presence but yours,
No blog, no Facebook page but yours.
Yours are the tweets, through which love touches this world,
Yours are the posts through which the Gospel is shared,
Yours are the updates through which hope is revealed.
Christ has no online presence but yours,
No blog, no Facebook page but yours.

Gould - "The Social Media Gospel" (2013) (Chapter 2, para. 8)

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SOCIAL MEDIA

"If a church (nonprofit) is not active or relevant within its local context, it will not be relevant with new media technology." - Rohann D. Wellington

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MOBILE TECHNOLOGY

MOBILE TECHNOLOGY

- Ministry is going mobile.
- Jason Caston

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MOBILE TECHNOLOGY

- Cell Phone Capabilities
 - email & web browsing
 - MP3/video player
 - radio/TV reception
 - global positioning and maps,
 - still/video camera
 - games console
- book reading, word-processing and other Smartphone capabilities
- diary, planner and appointment reminder
- wifi connectivity when in a wifi hotspot
- Bluetooth capability

Source: socialmediatoday.com

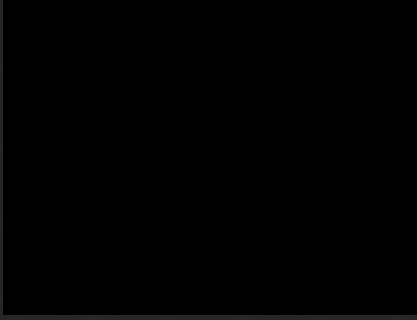
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MOBILE APPS

APP: a self-contained program or piece of software designed to fulfill a particular purpose; an application, especially as downloaded by a user to a mobile device.

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MOBILE APPS



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MOBILE APPS

- **Native App** - specifically developed for one platform and live on your device and usually downloadable through an application store.
 - Push Notification
- **Web App** - Are not real apps but websites that look and feel like real apps.

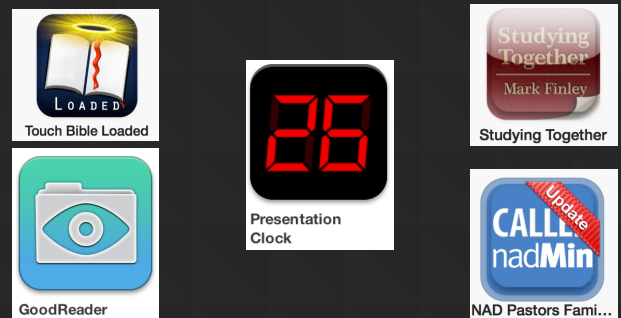
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MOBILE APPS



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MOBILE APPS



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POWER OF TEXTING

1. To send timely or important alerts
2. To collect contact information
3. To advertise and manage events
4. To conduct live "townhalls" and "polls."
5. To promote or connect to other media campaigns eg. *Sermon Series, Relief Campaigns*

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MOBILE MINISTRY IMPACT

Community Expansion

- Host an event and have community text in their number to join.

Discipleship

- Links to sermons, prayer requests, counseling and live stream via mobile app or mobile website.

Evangelism

- The power of like, Share and Retweet buttons enable you to have your social media presence and message shared by your members with their friends and family. (average 1000 friends)

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eGIVING

- Tithe return, offerings and special gifts are up through mobile technology.
- Expand donor base to include visitors and people in the community.

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eGIVING

- 74% of the \$43,000,000 contributed to charitable organizations in wake of Haiti earthquake were first time mobile givers.

Pew Research Internet Project (2012)

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eGIVING

- GNYC Website has received over \$7,385,000 in tithe and offering online* and the NAD has collected over 1,000,000,000.
- EVERY CHURCH SHOULD PROMOTE eGIVING as 100% of the money goes to the church if you use adventist giving.

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The screenshot shows the 'Adventist Giving' interface for the North Bronx Seventh-day Adventist Church. The page includes a header with the church's name and address (3743 Bronxwood Ave Bronx, NY). Below the header, there are sections for 'Tithe' and 'Local Church'. The 'Tithe' section has a 'Personal Giving Plan recommends: 10%' and a 'Tithe' toggle switch. The 'Local Church' section has a 'Personal Giving Plan recommends: 3-5%' and three toggle switches for 'Camp Berkshire', 'Greater New York Academy', and 'Combined Budget'. A 'No description available' message is visible on the right side of the interface.

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12 Commandments of Mobile Ministry (Adopted)

1. Thou shalt start NOW
2. Thou shalt not spam
3. Thou shalt not slander
4. Thou shalt engage thy users
5. Thou shalt engage thy competition
6. Thou shalt test before launching

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12 Commandments of Mobile Ministry (Adopted)

7. Thou shalt integrate thy products
8. Thou shalt draft a mobile user guideline for they church
9. Thou shalt draft a mobile ministry marketing strategy
10. Thou shalt protect thy brand
11. Thou shalt use graphics, videos, and photos as much as possible
12. Though shalt hire or consult a professional

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