

**ReCONNECT Worship Series
Communication Plan
Draft**

Print - Internal

- HydePark Life - ***in recipients' hands by July 30***
- Weekly church service bulletin announcement - ***July through registration***
- reConnect posters on church property – ***by July 13***
- reConnect fliers in worship program - ***July through registration***
- reConnect fliers at Connection Point, front office lobby, Knox Hall entrance and in coffee shop – ***July 13 through registration***
- reConnect postcard to church members – ***received between July 13- 20***
- reConnect banner or banners in courtyard – ***July 13 through registration***
- reConnect banner on church building and/or on doors facing Platt Street ***same as above***

Print – External

- reConnect posters (place at specific off-site locations including UT) – ***by July 21***
- Business cards promoting reConnect for church members to disseminate to those who have a longing to get reconnected with God. This ties in beautifully with “Walk Across the Room.” – ***by July 20***
- Articles in late July and/or early August in the Tampa Tribune, St. Pete Times and Community News publications plus on line via TBO.com and TBT.com – ***Jane to pitch by June 30***
- Promote reConnect via state and national Methodist church publications – ***Fall 2008***

Television

- WEDU & other – ***pitch by June 30***

Radio

- Christian broadcasting stations & other – ***pitch by June 30***

Web

- Special email to church members from Leslie and Steve regarding reConnect or an E-vite invitation. ***Email by July 20 in preparation for August 3 registration.***
- FaithMatters (incorporate message therein)- ***early to mid July through September***
- E-Hyde Park – ***July through September***
- Blogs – ***September through October***

Other

- reConnect T-shirts to be worn beginning by staff, leadership team, Connection Point volunteers and perhaps greeters at HPUMC entrances- **mid July through registration**
- reConnect buttons for parking lot ministry volunteers – **mid July through registration. Button could say something like “Get reConnected”**
- reConnect registration table visibly located in courtyard – **August 3 through September 7**
- Different video segments promoting reconnect and shown during worship – **July through registration. Content could include The Why, The Curriculum, About the Writers, the Power of Small Groups (testimonials). Don’t forget teens!**
- Testimonials from the pulpit re. the power of small groups – **late July, early August**
- Tie in message through worship music – **August through September**
- reConnect phone team (using discretion, ask leadership team to make calls to individuals or couples who have not registered for a re-connect group, especially if they have done a small group before) – **late August**
- Reconnect leadership kickoff dinner – **late August or before September 7**

Evaluation

- This should be an ongoing process **starting now throughout the duration of the leadership team’s commitment.** Ask each chair to record what’s working, what’s not and his or her progress so we can improve upon the process. Discuss at meetings.
- Offer on-line or print evaluations to all participants **at the last small group session. It will be each group leader’s responsibility to contact participants who don’t return to group or who miss the last group to ensure that an evaluation is completed. Be sure to ask on evaluation what prompted him or her to participate ie. personal invitation, print invitation, email, worship service, advertising, etc.**
- Have a luncheon, dinner or feedback session with reConnect small group facilitators **the third week in October.** Incorporate a save the date message upon recruitment. Include discussion and a questionnaire. Design a different questionnaire for the small group leaders.
- Meeting of Leadership Team – **already scheduled**