



Project Flourish: ESG Opportunities for Growth

Strategic Digest for Marketing & Communications RFP

Jan. 27, 2020



— PREPARED BY —



— PREPARED FOR —



Recommendation

ESG: Your Gateway to Goodness

Empowering Inspiring Welcoming

I need to feel:

Joy Fulfillment Growth Belonging

Do Good
Volunteering

Accomplishment, empathy, gratitude, purpose

Be Good
My best self through skill building

Confidence, empowerment, clarity, purpose

Feel Good
Personal Community & Acceptance

Togetherness, fun

God is Good
Programming w/ Christian lens

Connection to Christ

Religious

ESG Meetings

Local & overseas mission work

Spiritual

Outreach programs

ESG fundraisers
**see slide 70*

Crisis Management Programs

Religious

Modern, cutting-edge interpretations of Christian teachings

Spiritual

Learn from experts

Learn new perspectives

Learn about other cultures

Learn new ways of seeing & doing

Religious

Welcoming all LGBTQ+

Quiet Reflection/ Counsel

Spiritual

Gatherings around food

Music programs

Social programs

Religious

Sunday morning worship

Small group discussions

A Future Vision for ESG

Where "Church" is now

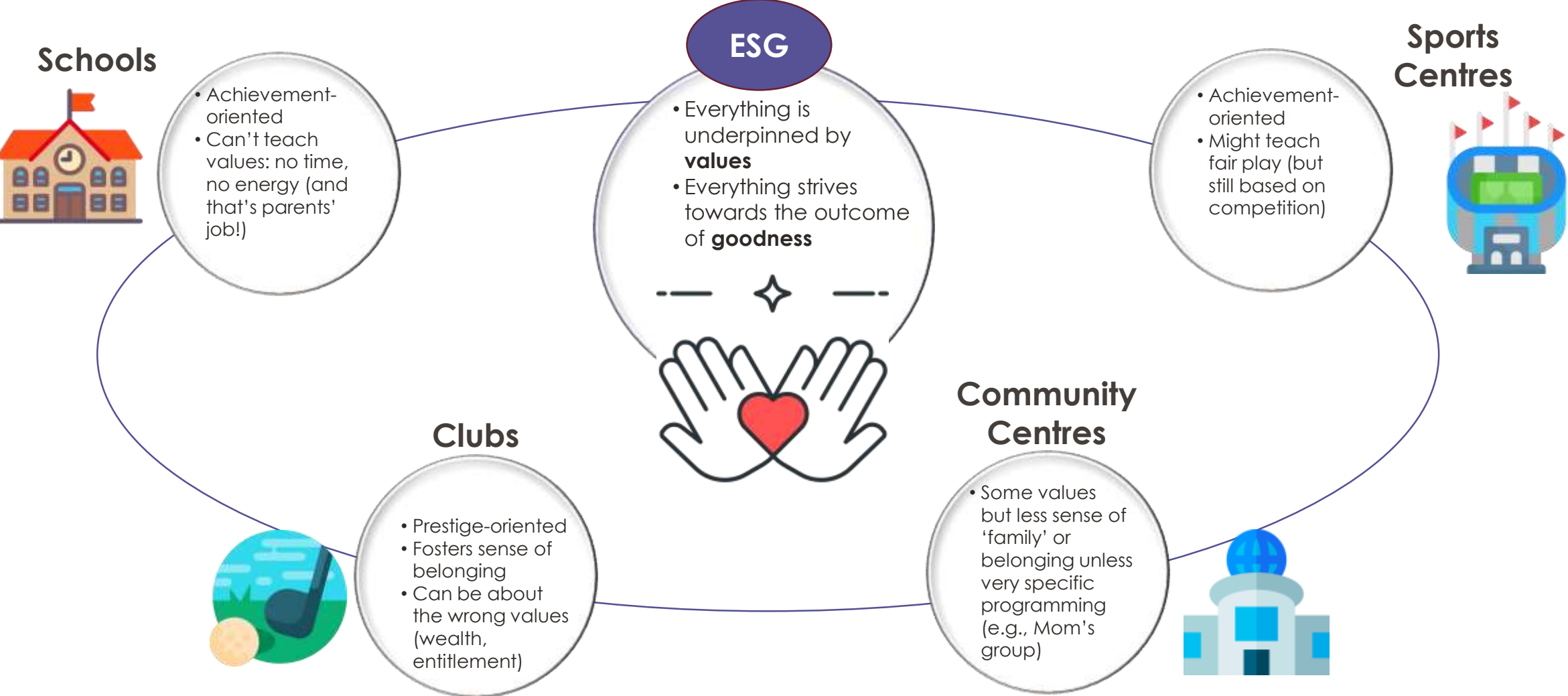
- ✧ The Church causes issues
- ✧ Church has agendas to convert, be thought-police
- ✧ Church pays lip service to real-world, systemic issues of bigotry, violence, sexuality, etc.
- ✧ Traditional
- ✧ Preaches
- ✧ Focuses on past learning
- ✧ Sparse attendance by an (increasingly) older population
- ✧ Pews, bibles, tea, coffee
- ✧ Boring
- ✧ Rigid
- ✧ An obligation

Where ESG can grow to be



- ✧ ESG identifies issues and offers education, exposure, understanding to help inform & inspire
- ✧ ESG has no agendas beyond being a conduit for growth & goodness
- ✧ ESG is tapped into societal & cultural issues and realities and its programming reflects this: *programming with a purpose*
- ✧ Un- and non-traditional
- ✧ Discusses, listens
- ✧ Focuses on application to us now
- ✧ Diverse attendance (ages, cultures, perspectives) and a feeling of being part of a group – doing for others vs. just yourselves
- ✧ ...plus food and alcohol
- ✧ Inspiring, social, fun
- ✧ Flexible, open, welcoming
- ✧ An easy choice

ESG as Your Gateway to Goodness

Filling The Gap vs. Competing Institutions



Most Appealing Programs (by target)

 19-30
 Young Families

 60+

 ESG members

 Community prospects

Need

Connect. Share Experiences. Build Community. Have Fun!

Expression

Sharing food & music as a means of connection, friendship.

Ideas

Added ESG only



- 15. "Dinner Church" 
 - 14. Taste & See Events 
 - 9. Joy through Music (New: Karaoke, Amateur Nights, Music Lessons, Choir! Choir! Choir!) 
 - 10. Social groups (New: Peer to Peer Networking)  
 - 29. Cultural exploration through food  
- NEW:** Communal cooking program for young families (and maybe others too)

Need

Fill my soul by helping others.

Expression

Help make the world a better place for everyone.

Ideas

- 8. Speaker series (mental health, compassionate justice) 
- 22. Mentoring programs 
- 18. Providing support within the Church's community 
- 21. Subsidized space for community support 
- 19. Membership in a monthly community service program 
- 11. New parent support 

NEW: Community advocacy groups

NEW: Youth Programs: Me To We, High School volunteer hours for teens

NEW: Teaching Gardening..."teach them to fish and they'll fish for themselves"

Most appealing programs, cont'd

Need

Physical, intellectual and spiritual growth.

Expression

Learning and finding motivation with the support of others.

Ideas

3. Come together to compare perspectives



5. Come together for physical activity (New: spirit yoga, nature walks, gardening)



13. Learning about/being inspired by different cultures



23. Providing a range of spiritual experiences



New: Betterment courses (O&O Academy Courses - Mindfulness), Spiritual Retreats, Motivational Speakers)



Need

Church that fits my life.

Expression

A Church experience that reaches beyond Sunday morning service.

Ideas

16. Making participation easy through technology

(New: daily emails/texts with inspiring words, blogs, video messages, closed circuit broadcasting of services)



New: Church in an outdoor setting (Church on the Rocks)



Supporting the ESG Vision: Acid Test for New Initiatives

| | Beyond Scope: Do not do | ESG Periphery* | ESG Core: Embrace | |
|----------------------------|---|--|---|--|
| Experience | SECULARITY | MINDFULNESS | SPIRITUALITY | RELIGION |
| Initiative characteristics | <ul style="list-style-type: none"> • One-off programs with no community building • Sports-based programs that are competitive at the expense of values-building • Community-minded without any spirituality or mindfulness | <ul style="list-style-type: none"> • Programing that taps into mindfulness (but not spirituality) | <ul style="list-style-type: none"> • Programming that links purposefully to spiritual growth | <ul style="list-style-type: none"> • Bible and God-centric programs |

* Could be co-sponsored events. Could be existing programming we should challenge ourselves to inject more spirituality into.