



# NAME CLARITY TEAM

## Mission of Sharing the Joy Teams

To make disciples of Jesus Christ for transformation of the world.  
(All work and decisions are rooted in this mission.)

## Objectives and Scope of Name Clarity Team

1. Conduct research on how to clarify name, using whatever means needed.

Possibilities include:

- congregational survey, focus groups
- study of other church names in area
- study how a name impacts an organization's online and social media presence.

2. From the research, bring recommendation to the core team.

## Givens and Assumptions

- The recommended name needs to be **missional**, giving our church an identity to those in our communities, region, and South Washington County who aren't connected to church.
- The recommended name needs to position the church for the future, ensuring the name can give us a **clear and strong online and social media presence**.
- The recommended name needs to be **applicable to a multi-site church**. Currently, that includes Woodbury and Peaceful Grove campuses. In the future, that might include different/additional locations.
- The recommended name will come out of the research the team does.

## Deliverable

This team will produce a report and recommendation to the Core Team.

## Time Line

This team will start meeting in June. In the best-case scenario, a large portion of their work will be concluded by Nov. 15, so that Visual Identity and First Impressions can move forward. Finalization of name may take more time.



# SOCIAL MEDIA TEAM

## **Mission of Sharing the Joy Teams**

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## **Objectives and Scope of Social Media Team**

1. Team will participate in three training sessions on how to leverage social media to share our message and how to follow-up with guests.
2. Team will implement a system for updating our social media platforms.

## **Givens and Assumptions**

- Team will have a willingness to learn.
- Team will view social media through the eyes of those in the community not connected to a church and of new guests to our church.

## **Deliverable**

After learning about social media as a tool for ministry, this team will update our social media platforms.

## **Time Line**

This team will start meeting in June and be mostly finished by Jan 1.



# FIRST IMPRESSIONS TEAM

## **Mission of Sharing the Joy Teams**

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## **Objectives and Scope of *First Impressions Team***

Will ensure that the church's interior and exterior are outstandingly guest-ready, including by:

1. Conducting a signage audit.
2. Update interior design, including paint and furniture in public spaces.
3. Declutter.
4. Clean up and come up for a plan of maintenance of gardens.

## **Givens and Assumptions**

- Team will view church facilities through the eyes of guests.
- Core Team will secure funds for work.

## **Deliverable**

Team will be responsible for ordering new materials, coordinating labor, and working with a coach on design.

## **Time Line**

This team will start meeting in June and be mostly finished in Jan.



# VISUAL IDENTITY TEAM

## **Mission of Sharing the Joy Teams**

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## **Objectives and Scope of *Visual Identity Team***

For both the church and preschool, the team will develop a new brand/look, which may include a logo, updated templates for communication, worship slides, newsletters, website.

## **Givens and Assumptions**

- Team will view visual identity through the eyes of people and guests who are not connected to a church.
- The visual work needs to represent our church and speak to those who need a church home.

## **Deliverable**

The team will work with a graphic designer to creatively select visual elements and incorporate their choices into all our media platforms.

## **Time Line**

This team will start meeting in June and be mostly finished in Jan.



# COMMUNITY CONNECTS TEAM

## **Mission of Sharing the Joy Teams**

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## **Objectives and Scope of *Community Connects Team***

Team will be trained in the “Triad” approach of invitation, hospitality, and community outreach to connect new people to our church. Over the next two years, team will lead at least four different opportunities, each of which is part of a Triad set of events designed to build relational momentum with newcomers, so that Woodbury/Peaceful Grove congregations will be provided strategic opportunities to invite their friends, coworkers and neighbors.

## **Givens and Assumptions**

- The primary focus of the Community Connects Team will be to build relationships with those in the community who aren’t connected to a church.
- The Community Connect events should represent the church’s welcome statement, motivating vision, and core values.  
[www.beingthehope.org/vision-and-values](http://www.beingthehope.org/vision-and-values)

## **Deliverable**

The team will hold 4 different opportunities. The hope is that these events are the “doorway” into our church for those in our community who don’t have a church.

## **Time Line**

This team will start meeting in July and go for 2 years.



# FIRST FRIENDS TEAM

## **Mission of Sharing the Joy Teams**

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## **Objectives and Scope of *First Friends Team***

The team will be trained in First Friends curriculum focused on welcoming new people into short-term relational groups to grow friendships and social support with people like themselves.

## **Givens and Assumptions**

- New participants in our church have reported that they struggle to find a place to connect relationally with others. People look for people like themselves when joining an organization.
- Research shows that finding at least five new friends ensures that a newcomer will establish a strong relational home in a church.
- While relational networks sometimes happen organically, we can also nurture them into existence by creating opportunities for relationship.

## **Deliverable**

The team will implement the recommendations from the First Friends curriculum, setting up opportunities for new relational networks within the church.

## **Time Line**

This team will start meeting in July and go for 2 years.



# LAUNCH TEAM

## **Mission of Sharing the Joy Teams**

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## **Objectives and Scope of *Launch Team***

The Launch Team will be trained in and offer Launch Seminars quarterly to help our participants name their gifts and find their place in ministry.

## **Givens and Assumptions**

- Launch will offer new and long-time members an easy opportunity to discover their unique passion and giftedness.
- Connecting people to ministries that match their passion and giftedness is an on-going process.

## **Deliverable**

After being trained, the Launch Team will run quarterly three-hour seminars to provide guidance to participants discerning God's unique call to serve.

## **Time Line**

This team will start meeting in July and go for 2 years.



# FAMILY MINISTRY TEAM

## **Mission of Sharing the Joy Teams**

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## **Objectives and Scope of *Family Team***

The Family Ministry team will participate in coaching to implement practices in the art of invitation, connect families to worship, build bridges from the preschool to the church, and partner with schools.

## **Givens and Assumptions**

- Many of our families participate in our programs but don't engage in the larger church. We hope to provide opportunities for greater church connections.
- The preschool has an outstanding reputation in the community and is an opportunity for outreach.
- We have connections to local schools and know that we can even further strengthen those connections.

## **Deliverable**

By the end of two years, this team will have participated in training and implemented new best practices to family ministry.

## **Time Line**

This team will start meeting in July and go for 2 years.