

Media • Communications • Publicity

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From August 15, 2014 through April 1, 2015, the Media • Communications • Publicity efforts have pursued the following:

- Improvements/maintenance of website functionality and ease of the application process
- Publicity to ELCA, LCMS, and NALC churches in North America via eblasts
- Social networking efforts on Facebook and Twitter
- Increasing GodLovesMarriage website functionality to include online resources for:
 - 1 - Nationwide encountered couple personal dialogue information and questions,
 - 2 - Area community group scheduling and information, and
 - 3 - Access to publicity materials created for each area
- Developing a video presentation eblast series for monthly 10 & 10 presentations presented through a new monthly national e-newsletter
- Making Area publicity pieces available online at GLM.org as well as through eblasts

*** Denotes funded activities**

GodLovesMarriage.org*

GodLovesMarriage.org is analyzed and tweaked continuously to add user interactivity and information.

- Traffic analytics are attached at the back of this report. These analytics will be discussed in depth during our report at the NARLME Board meeting.
- Continuous site maintenance is accomplished as Weekends are scheduled, including ongoing search engine optimization with hotel site location addresses and images.
- As a result of feedback from Gen X & Y couples, our work continues to create a “hidden” online post-Weekend “library” of the Weekend Packet materials for couples who want only online resources. This library currently contains information that is common to all Areas as well as to specific Area information that has been supplied to us. This library is completely expandable for all areas to be included. This resource became available online to newly encountered couples July 10, 2014 and can be found at this link:
<http://www.godlovesmarriage.org/continuing-the-journey>.
- Please see the analytics reports at the end of this main report regarding visitors and usage of the website.

Church & Video Eblasts*

- Eblasts were sent between August 16, 2014 and April 1, 2015 to support Fall 2014, Winter 2015, and Spring 2015 Weekends. Summer 2015 Weekends are now being prepared for distribution.
- LME Constant Contact database now totals 45 lists for churches and encountered couples totaling 11,800 database entries throughout North America. ILME leadership couples in Brazil and northern Europe also are included in the Couples database. At special request of the IFB facilitators, David & Jean Fell, the IFB Board is also included in the Couples database and receive the monthly video eblasts to couples.
- Church eblasts are also sent to key community couples to Forward directly to their own church staff with their own “testimonial” regarding their Weekend experience. Please send your Area’s key community couple list to ConnieL@leinickegroup.com if you would like this for your Area as well.

- The Encountered Couples Video Eblast series began distribution in September 2014 with the distribution of the Fundraising Eblast video, with the script written by Ed & Emily Kast. We do not know the dollar amount of funds contributed following distribution. Results regarding Opens, etc. are attached to the back of this report.
- The Video Eblast Series began in earnest with distribution in November 2014. Results for each eblast sent are attached. We very much appreciate NARLME Board couples' interest and participation in creating video presentations!

Facebook Page Management*

- Facebook "Likes" = 4,039
- Posts are continuing using a "today's world" voice and include Scripture, positive general messages, and positive couple relationship/marriage observations.
- Facebook ads to generate more "Likes" appear periodically on an as needed basis to generate interest in Marriage Encounter.
- NARLME's 2015 Weekends are being added. ***Action Item:** We recommend that all Team Couples assigned to a Weekend who are on Facebook "Join" these Events on the GLM Facebook page to stimulate interest among their Facebook friends.*
- The "Private Group" on Facebook entitled "LME Encountered Couples" has 84 members but little activity. We have noticed, however, that several different LME areas (District I, Minnesota, etc.) have built Facebook pages for their own couples to access. ***Action Item:** We would appreciate being included in conversations regarding the need for these pages for their encountered couples as we move forward with the task of building a cohesive "community" of LME encountered couples across North America rather than segmentation along areas and/or districts.*

Trifold Brochures

Approximately 1,000 GLM.org trifold brochures are currently in stock at Leinicke Group. Emails we receive from churches responding to this offer are forwarded to each area's Application Couple.

Videos

Delivery of videos via the national God Loves Marriage e-newsletter began in September 2014. A total of 6 videos have been produced through April 1, 2015. Please see the attached Constant Contact reports for Results reports for each e-newsletter.

***Action Item:** We have received 2 requests to produce a 60-second "benefits" focused video to use on the GodLovesMarriage.org website, in eblasts, on Facebook, in Twitter, and on the branded GodLovesMarriage.org YouTube channel. We have completed the creative development phase of this project and*

Miscellaneous

We have received requests from several areas to rebrand and recreate the "posters" we initially created as part of the 2000 WWME Inviting Campaign, specifically:

- Is God In Your Marriage?
- Get Connected
- Mothers In Love + Fathers In Love = Families In Love
- Renew Your Romance

These posters will be recreated with the new branding and uploaded to ilme.org and GLM.org for use as time allows.

