

## Media • Communications • Publicity

Craig & Connie Leinicke

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From June 27, 2018 through January 18, 2019, the Media • Communications • Publicity efforts have pursued the following:

- Preparation and sending eblasts with custom downloadable publicity pieces (announcements, inserts, and poster) to ELCA, LCMS, and NALC churches in North America to support all Fall 2018 and Winter/Early Spring 2019 events
- GLM website search engine optimization, monitoring, and maintenance of architecture, functionality, and plug-ins
- Modify GLM web pages as necessary, including CTJ side for areas
- Modify each Event page, Cost page, etc as needed to include upfront payment of lodging and food and 2019 \$50 Discount info
- Modify Formstack application/registration form for upfront payment of lodging and meals, accommodation of “Re-Ups” (couples who have paid an application fee but not yet attended) to use a Discount Code, and to add an “Applying As” field for accurate application fee payment; troubleshooting as needed
- Build and deploy a Formstack application/registration form for Approved Scholarship Couples; troubleshooting as needed
- Build and deploy a Formstack Gift Certificate; troubleshooting as needed
- Preliminary build of LME master calendar on CTJ side of GLM website
- Modify design of 2019 Constant Contact eblast format
- Prepare, build, and deploy Online Church Media Tools page with custom event slides to publicize 2019 events on church video monitors
- Monitor and manage inquiries from info@godlovesmarriage.org email address
- Final edit of 4 “community presentation” videos, record and edit 2 additional “community talk” videos, and upload 6 as privately listed videos to the GLM YouTube channel; 1 additional video currently being edited
- Create GLM Instagram account
- Post to GLM social media accounts as necessary
- Post Fall 2018 and all currently known 2019 LME events on GLM Facebook page with email notifications to LME leadership and application couples
- Place 7 targeted Facebook ads to support 2019 LME events
- Modify GLM Constant Contact template used for newsletter
- Attend and network at October 2018 Best Practices in Ministry Conference in Columbus, Indiana, to “sow seeds” with church staff
- Send email notifications to LME leadership and application couples regarding and attaching 2019 publicity pieces for upcoming events as eblasts are scheduled for delivery
- Renew GodLovesMarriage.org, .com, and .net for 3 years each thru January 13, 2022
- Perform tasks as needed and/or requested by LME leadership and loving task couples

### GodLovesMarriage.org\*

- Traffic analytics are attached to the back of this report. Please note that these analytics are based on data accumulated for 6 months.
- **ACTION ITEM: Thrivent and information about online e-commerce sites that support charitable organizations are being planned for addition to the CTJ side of the website. Leinickes need someone knowledgeable about Thrivent to supply its information.**

### **Church & Video Eblasts\***

- *Action Item:* We advise that all areas appoint one or two couples to contact each church in their area to update their current active church email database. The lists we created in 2012 are now 7 years old – this is far too old to be effective going forward. Since church staff frequently move, performing this task will result in a current email database and also provide an ongoing capability for reporting of bounced church emails for regular updating at least once or twice each year. . .OR
- *Action Item:* We ask for a volunteer to perform a master state-by-state update using internet research as well as phone calls to churches as needed.

### **Social Media Management\***

- Facebook “Likes” as of January 18, 2019 = 4,307 (*Please note this was reported in error as 4,339 due to a typo in the June 26, 2018 report.*)
- *Action Item:* We recommend that all Team Couples assigned to a Weekend who are on Facebook “join” these Events as “Attending” on the GLM event Facebook page to stimulate interest among their personal Facebook friends.
- We encourage members of the “Private Groups” on Facebook for areas and leadership to also post updates and information there to stimulate interest in inviting among encountered couples.

### **Trifold Brochures**

- A total of 5,375 trifold brochures are in stock at Leinicke Group and available to areas for use. Emails we receive from churches responding to the offer of brochures are forwarded to each area’s Application Couple and/or District Leaders for delivery to specific churches.
- Brochures are distributed in lots of 25 as well as individually at conference events attended by LME ambassadors.
- *Note 1:* Church requests have diminished significantly during this reporting period.
- *Note 2:* Any brochure requests received from churches in 2019 will be labeled with a 50% Discount sticker.

### **Videos**

- *Action Item:* The Leinickes welcome NAR Board members and other dynamic LME couples to “present” a video “community talk” for use in a future video eblast. Please contact us if you are interested and/or will be attending the Summer 2019 WWME Reunion and NARLME Board meeting. We need five (5) talks for use beginning July 2019!
- All video presentations of “community talks” are also linked on the CTJ side of the GLM site for community use as needed.

### **Conference Attendance**

- *Action Item:* We encourage each leadership couple to challenge themselves to attend at least one church-related conference – regional, state, or national – during 2019-2020 as ambassadors of Lutheran Marriage Encounter. Our personal experience, as well as that of the Leibles, Teuschers, Bates, Von Behrens, Prestons, Hartmans, Fells, and Weiss(es), has been extremely positive and uplifting, and we know has helped further LME’s mission throughout the United States. How can this activity translate into additional event registrations? We encourage and request discussion and brainstorming at the national and district levels about finding answers to this question.