

Lutheran Marriage Encounter Media & Publicity Report January 11, 2020

Submitted by Craig & Connie Leinicke, Media & Publicity Couple

Activities between July 1, 2019 and January 11, 2020

- Researched, discovered, and tested alternative application systems to replace Formstack and the proposed Corsizio system due to substandard email notification systems in each platform
- Chose Gravity Forms as the new application system platform, which we uploaded as a plug-in to GodLovesMarriage.org
- Built, configured, and tested 5 new application forms (Canadian & USA Full Payment Forms, Canadian & USA Scholarship Payment Forms, and USA Gift Certificate Form)
- Monitored registration inquiries and submissions for Fall 2019 LME weekends
- Added 13 weekend experiences for 2020 to GodLovesMarriage.org as events
- Created 65 publicity pieces (2 video monitor slides, 8.5" x 11" poster, bulletin insert, and 6 announcements each) for the 13 experiences currently scheduled in 2020
- Uploaded all 65 publicity pieces to GodLovesMarriage.org/online-church-media-tools for downloading by area LME teams
- Created and sent eblasts to churches for 2020 Brooklyn Center MN, Lincoln NE, and Indianapolis IN experiences; Birch Run MI eblast approved 1/10/20 for delivery on 1/13/20 to church database; Hartville OH eblast now being created for delivery on 1/14/20
- Constant Contact's new upgrade now has fixed the issues with embedding videos into eblasts and eblasts maintaining formatting when forwarded, thus monthly video eblast delivery to encountered couples is back on track for the first issue to deliver to couples no later than 1/14/20.
- Videos have been updated as needed to reflect social media platform changes and 7 existing videos have been uploaded to the GLM YouTube Channel (unlisted to be used only by encountered couples) for embedding on the Continuing the Journey side of the GLM website and for use in 2020 monthly encountered couple / Journey Group eblasts
- Three 2019 video presentations featuring Ed and Emily Kasts are in final stages of post-production editing and will be added to GLM's YouTube Channel for embedding on GLM and use in encountered couple eblasts
- Three additional pre-2019 videos will be updated and uploaded to GLM's YouTube Channel for embedding on GLM and use in encountered couple eblasts

- Social Media:
 - Facebook – Added 13 experiences as events for 2020
 - In July/August 2019 worked with Dan & Charlotte Ricks to begin a regular editorial calendar for posting on Facebook, Twitter, and Instagram; unfortunately Connie was unable to work these tasks into her daily routine while updating the 5 forms and adding 2020 GLM events to them; our apologies to Dan & Charlotte and the rest of the LME team for this delay; we are ready, however, to meet this challenge throughout 2020

Miscellaneous

- During September, coordinated with David & Jean Fell, who attended the Heartland Best Practices in Ministry Conference in Columbus, Indiana; provided their chosen supplier with art files to create a banner for the event and sent booth components to them for use in the 1.5 day awareness opportunity; (Thank you, David & Jean, for doing this important awareness event to reach church staff!)
- During January we have worked with Ed Kast and two representatives of the Great Lakes Region of Thrivent to set up Thrivent's \$50/couple Thrivent sponsorship for the Birch Run, MI, experience in March; this effort includes adding Thrivent's Great Lakes logo and messaging in the Birch Run eblast as well as to each of the publicity pieces, and configuration of the \$50 discount code and Thrivent member verification fields on the full-payment application forms
- On January 7, we had preliminary discussions with a grant expert we had been referred to by another client; we spoke by telephone to Micki Vanderloo of Lakeside Consulting regarding obtaining grants for LME; Micki provided relevant information, recommended that we should continue to ask for payment from attendees upfront for them to recognize the "value" of the program and "put some skin in the game" to make sure they attend; she then referred us to Debbie DiVirglio of the Nonprofit Resource Center, which focuses more precisely on faith-based grants; initial contact with Debbie was attempted on January 7 as well, but we had to leave a message and send an email
- We are scheduled to attend the Phoenix Best Practices in Ministry Conference on February 20-22, 2020; if we find we cannot attend, we will send the required booth components to the Prestons