

Media • Communications • Publicity

Craig & Connie Leinicke

June 22, 2019

From January 18, 2019 through June 22, 2019, the Media • Communications • Publicity efforts have pursued the following:

- Publicity to ELCA, LCMS, and NALC churches in North America via eblasts for all areas desiring them (PA and WA have chosen to do their own publicity)
- GLM website search engine optimization, monitoring, and maintenance of architecture, functionality, and plug-ins to maintain effectiveness
- Modification of GLM web pages as necessary, including CTJ side for areas
- Modification of GLM Event pages as needed regarding costs and \$50 Discount
- Assistance to registration couples in all areas to help them learn the 2019 pricing function
- Assistance to registration and area leadership couples to learn the Gift Certificate, Scholarship Payment, and Discount100 application processes
- Updating of the Online Church Media Tools GLM page with custom event slides as needed in two sizes for use on church video monitors
- Monitoring and management of inquiries from info@godlovesmarriage.org email address
- Modification of Constant Contact eblast format as needed
- Addition of email addresses to national database as supplied by areas
- Posting of all known Fall 2019 LME Events on GLM Facebook page
- Placement of 5 targeted Facebook ads to support Spring LME events
- Performance of tasks as needed and/or requested by LME leadership and loving task couples
- Researching, comparing, and recommending a new registration system for GLM website
- Troubleshooting of the Formstack registration system

GodLovesMarriage.org*

- Traffic analytics are attached to the back of this report. Please note that these analytics are based on data accumulated for the prior 12 months.
- Thrivent information was submitted by Ed & Emily Kast for adding to the CTJ side of the website. (This task is now in progress for adding to the website.)

Church & Video Eblasts*

- Eblasts were sent to churches during this reporting period for areas requesting assistance for their scheduled events.
- *Action Item: We appreciate areas that are actively working with us to update their area email databases. 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...OR 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.*
The lists we created in 2012 are now 7 years old and out of date. This seriously affects open rates of eblasts as well as attendance rates at events . Since church staff move frequently, 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.

Social Media Management*

- Facebook “Likes” as of June 22, 2019 = 4,295
- *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.*
- 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 these pages as we move forward with the task of building a cohesive “community” of LME encountered couples across North America rather than segmentation among areas and/or districts. We ask that all social media pages please adhere to the NARLME-approved branding. Ask Leinickes for graphics if needed.
- Facebook algorithms have changed, which impacts the effectiveness of our Facebook page presence. Our verbal report will provide more information.
- Facebook has instituted an advertising “non-discrimination” policy during this time period that has placed the ads program approved last year by the NARLME Board on hold per additional discussion. Our verbal report will provide more information.

Trifold Brochures

Approximately 3,500 trifold brochures remain in stock at Leinicke Group and are available to areas for use. Church requests typically are for 25-100 brochures.

Emails we receive from churches and area couples responding to the offer of brochures are forwarded to each area’s Application Couple and/or District Leaders for delivery to specific churches. *Fewer requests are being received than in the past 5 years, for which there could be several reasons, including aging eblast databases throughout NAR that prevent our messaging from reaching Lutheran churches.*

Brochures also are distributed at conference events attended by LME ambassadors in lots of 25 to booth visitors.

Videos*

We will place the NARLME presentation videos already produced on the CTJ site during July 2019. Our verbal report will include more information about another idea we are considering in order to receive NARLME Board feedback prior to implementing this idea.

We will also be videotaping Ed & Emily Kast presenting two “community talks” immediately following this meeting for use online and in eblasts.

Action Item: The Leinickes encourage our NAR Board members and other dynamic LME couples to “present” a “talk” for use in a future video. Please contact us if you are interested or know a couple who could provide a dynamic presentation that we can video.

Conference Attendance

Includes three 3’ x 8’ GLM banners, white GLM branded table skirt, white GLM branded pens (as giveaway item, but these are now on the “endangered” list as inventory is very low),

GLM/LME brochures in packets of 25, staff wearing white GLM branded polo shirts (also on the “endangered” list as inventory is very low), and a basket with sign offering a “free” application fee to a random winner who completes a booth form

- In February 2019, District 4 Clergy and Lay Execs Marty & Ted Hartman and Mick & Sandy Preston attended the Best Practices for Ministry “Phoenix” conference. Be sure to ask them about their experience!
- Following each conference attended, the LME ambassadors submit all contact information supplied by booth visitors to us for addition to our email database in each area.
- *Action Item: We encourage each leadership couple to accept our challenge to attend at least one church-related conference – regional, state, or national – during 2019-20 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 presence and mission throughout the United States.*
- *Action Item: We encourage and request discussion and brainstorming at the national and district levels about how we can reach out to the wider Lutheran body through these events.*

Encountered Couples Email Database*

This reminder is for all areas to please send the Post-Weekend “Allowed Contact” form to us at conniel@leinickegroup.com for addition of event couples to our database.