



**Marketing Plan  
For Launch –  
September 14, 2003**

**I. Layer 1 & 2** (*Those who know me and the ministry and those who know the team*)

***Personal Invitations***

Launch Team are asked to pray for specific friends, family members and acquaintances. Verbal and written invitations will be made to these people inviting them to be a part of the Grand Opening of Rogers Park Community Church.

**II. Layer 3** (*Those who don't know me, the team or the ministry*)

**Indirect Marketing**

***Yellow Pages Advertisement***

Advertisement for the church will appear in the Yellow & White Pages Directories for Rogers Park and Surrounding Area and Lincoln Park and Surrounding Area.

***Loyola "Rambling Around Chicago" Directory***

This guide is giving to every incoming freshman at Loyola University (2,500 people) upon their arrival on campus in mid-August. A quarter page ad for the church will appear in this guide.

***Web Site***

[www.rogersparkchurch.com](http://www.rogersparkchurch.com) is the official web site for Rogers Park Community Church. The site is still under construction and we are working to get listed on some of the major search engines. We are putting this web address on all materials for the church.

***Signage at Building***

A free standing sign will be erected at the building advertising the church and will contain information on service times as well as phone number and web address.

***Newspaper Advertisements***

We have already had an article written in one of the free community newspapers (readership is approx. 10,000). We will post ads in the September edition of this same paper (Rogers Park 2000 Newspaper) as well as in the other local newspaper which is subscription only – The News Star.

***Flyers/Posters***

Posters will be placed throughout the community in local coffee houses, on lamp posts and in either public areas including the library and community notice boards at the Dominicks Grocery stores on Howard and on Ridge Ave.

**Direct Marketing**

***Flyers***

During the first week of September we will have a team go throughout the community passing out flyers and invitations to the Grand Opening. We will focus on the parks and busy

streets in the neighborhood since door to door is impractical and largely ineffective. We will blitz the community with our launch team and plan also to have a small team from Moody Grad School help out too.

### ***Conspiracy of Kindness***

At the same time as passing out the flyers we will set up several locations at major intersections in the community. Here we will pass out free lemonade and make personal invitations to the Grand Opening.

### ***New Movers Evangelism***

Beginning in the month of August we will send personal, hand-written welcome cards to new families and individuals in the neighborhood. We will gain the names and addresses from the New Movers Evangelism service and will aim to send out 50 cards per month for at least the first 6 months from August onwards – we will reevaluate effectiveness following this time.

### ***Networking with Suburban Churches***

Announcements will be sent to suburban churches with whom we have a relationship informing them of the launch of Rogers Park Community Church and asking them to make the details about the church available to their members. The intention is that any church members that have family or friends in Rogers Park could pass on our information.

## **III. Awareness**

### ***Church Logo***

We have been working hard to build awareness about the church by using the logo in as many places as possible. The Mountain View, CO mission team was of great help to us in this and following their trip we are confident that there is a heightened awareness about the church throughout the community. We will continue to make sure that the logo is prominent in all of our promotional materials.

## **IV. Promotion/Incentive**

### ***Rogers Park Community Church Travel Mugs***

All of the invitations and flyers for the Grand Opening will mention that first time visitors to the church will receive a Travel Coffee Mug (while stocks last). The mugs will have the church logo and web site clearly displayed.

## V. Timeline

<b>Week Commencing</b>	<b>Marketing Strategy</b>
<b>June 1</b>	<b>Web Site Launched</b>
<b>June 29</b>	<b>Mountain View Mission Team – <i>Community Awareness Events</i></b>
<b>July 27</b>	<b>Networking with some suburban churches</b>
<b>July 27</b>	<b>Volunteer at Ennui Jazz Fest and have table &amp; display there</b>
<b>August 3</b>	<b>Signage at building to be ready and in place</b>
<b>August 10</b>	<b>Beginning of New Movers Invitations</b>
<b>August 17</b>	<b>Personal Verbal Invitations from Launch Team go out</b>
<b>August 17</b>	<b>Loyola Directory Released</b>
<b>August 24</b>	<b>New Yellow Pages Released</b>
<b>August 24</b>	<b>Invitations sent out to Pregnancy Center, Campus Crusade contacts and neighborhood VIPS</b>
<b>August 31</b>	<b>Announcements sent to suburban churches</b>
<b>August 31</b>	<b>Ad appears in News Star Newspaper</b>
<b>August 31</b>	<b>Personal Written Invitations from Launch Team go out</b>
<b>August 31</b>	<b>Conspiracy of Kindness and Community Flyer/Poster Drive</b>
<b>September 7</b>	<b>Ad appears in Rogers Park 2000 Newspaper</b>
<b>September 7</b>	<b>Personal networking and prayer</b>



**ROGERS PARK  
COMMUNITY CHURCH**

**Sunday Worship 10:30am**

**773-401-3233**

**[www.rogersparkchurch.com](http://www.rogersparkchurch.com)**

*Bringing people together in a relationship with God*

*Sample art work for sign.*