

GOALS:

- (1) to provide a spiritually meaningful day for those who attend.
- (2) to provide an atmosphere through which new people may want to connect with us.

Scripture- Matthew 28: 16-20

The Great Commission

¹⁶ Then the eleven disciples went to Galilee, to the mountain where Jesus had told them to go. ¹⁷ When they saw him, they worshiped him; but some doubted. ¹⁸ Then Jesus came to them and said, "All authority in heaven and on earth has been given to me. ¹⁹ Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, ²⁰ and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age."

Steps the receptive person typically requires.

Know (intrigue)

Like

Trust (respect)

Listen

Then we can evangelize and invite.

Today's topics

Non-Facebook

website

Nextdoor.com

Facebook

What

When

How

Prizes



Blessing of your pets

my church @ 100 N. Main, Great City

September 33rd, 2am-4am



our favorite pet food
pet store



Organizations who will also be present



friendly people vet



our city
canine unit



no kill animal
shelter

Register by September ??? For special prize drawings @
www.///////// Other prize drawings during the day

Please visit our home page

https://nextdoor.com/news_feed/?

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re...

12 100

nextdoor

Search Nextdoor

Home Emerywood Map Vaccine Map Digest Neighborhood Help Map Businesses Finds Local Deals Public Agencies Events Real Estate Safety Lost & Found

Post a message, event, poll or alert to your neighborhood

Toni Wiker Penny Heights • 19 hr ago



Fox or coyote? In the street in front of my house in Jamestown.

Posted in General to Anyone

Like 67 Comments Share Repost 33

See 51 previous comments

NEXTDOOR'S NEIGHBORHOOD FAVORITES IS BACK.

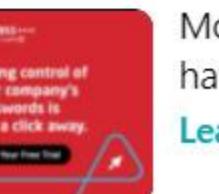
Amex + Nextdoor are making nominations easy: Like or recommend your favorite business on their Nextdoor page.

VOTE NOW

SHOP SMALL WITH AMEX

Sponsored

LastPass



Taking control of your company's passwords is just a click away. Start Your Free Trial.

More security doesn't have to mean more work.

Learn More

topics

What to post

When to post

How to post

Prizes to offer

What do you want people to know about your church?

Examples:

General: the Episcopal Church reads 3-4 Bible passages at every service.

Specific: Our church works to make the world better through a food pantry

**What do you want people to
know about your church?**

Impression verses data

A picture is worth a thousand words. ---- Very, very true!! People will remember the impression they got much more than any data.

Notice in the slides I show how the impression hits more than any information.

Branding verses event

Branding = know, like, trust

Telling people who we are, and possibly more important, who we are not.

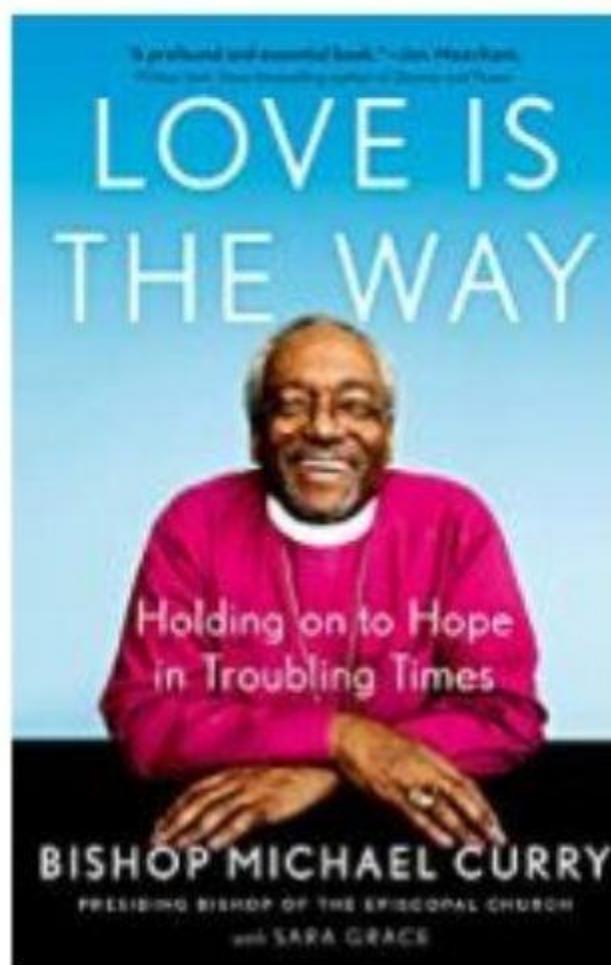
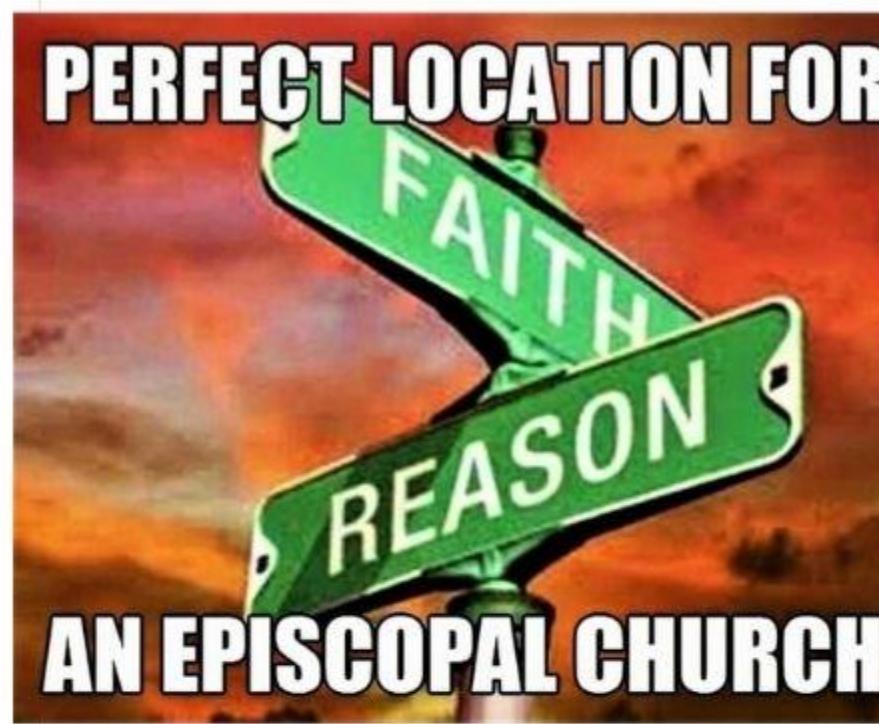
Event = listen

Typically the biggest questions:

- Do they do any social justice/work including the environment?
- Are they judgmental?
- Are they closed? – exclusionary & not friendly
- Do they have anything for youth/kids?
- What's happening spiritually? – worship & education

Many believe the worst! So design your posts to address these concerns

General concepts

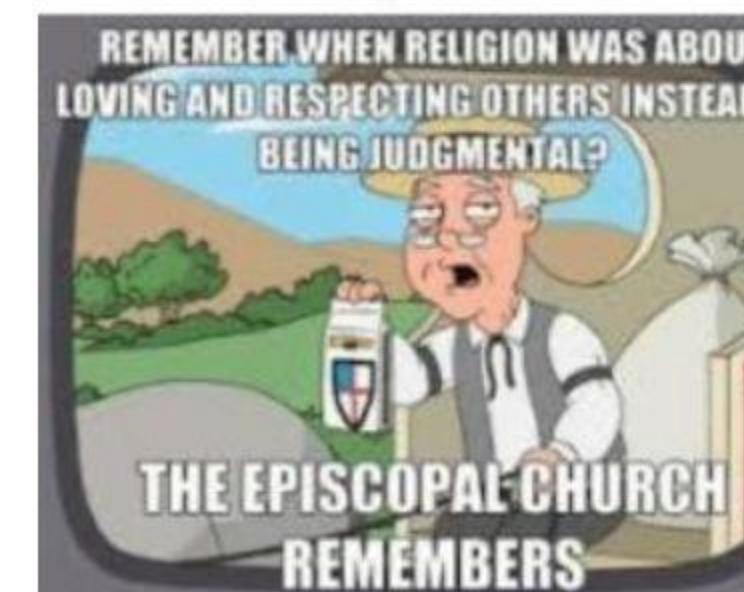


Google: 'Episcopal
memes funny'

Grace Episcopal, Clayton NC
Posted by Ken Kroohs
2d ·

- YOU are invited to discover*
- if we really mean it!*

Trinity Episcopal Church
472 N. Main St, Mt. Airy
Comment or messenger for more info



Like

Comment

View Insights

EPISCOPALIANS



AND THE 8TH SACRAMENT

memegenerator.net

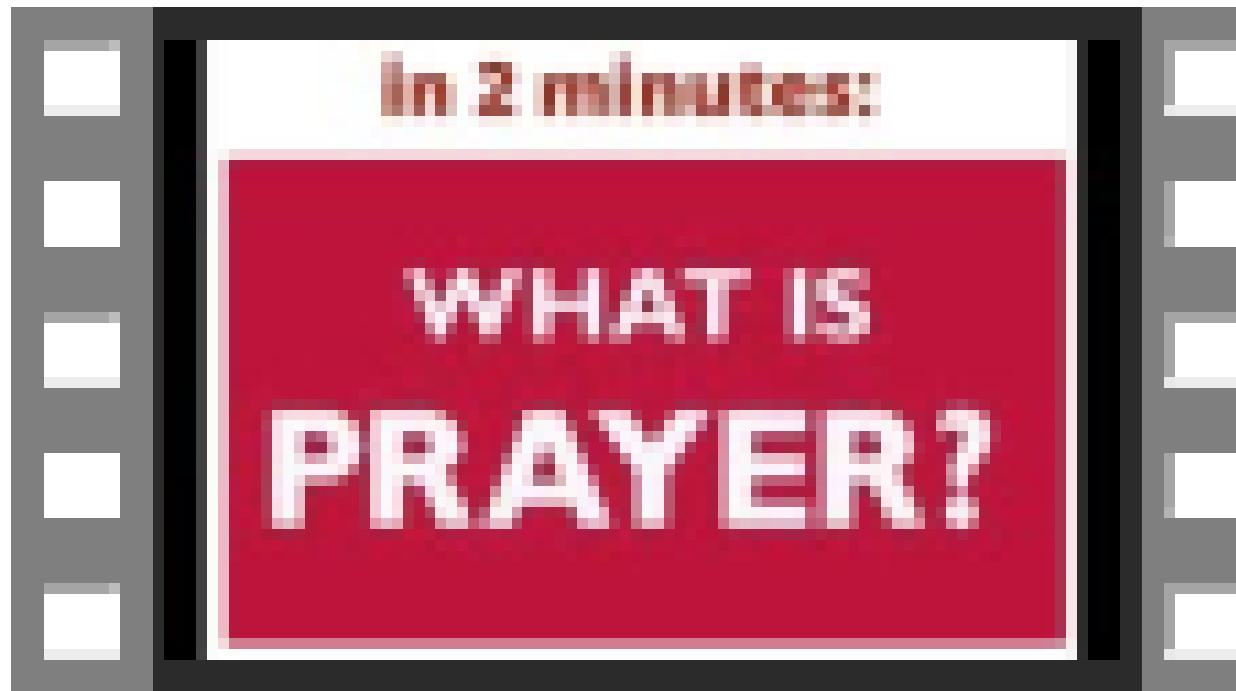
LOVE YOUR NEIGHOUR THAT:

YOU LIKE.
YOU DISLIKE.
YOU AGREE WITH.
YOU DISAGREE WITH.
IS BLACK.
IS WHITE.
IS ASIAN.
IS LATINO.
WAS NATIVE BORN.
WAS FOREIGN BORN.
IS PRO CHOICE.
IS PRO LIFE.
IS LGBTQ.
IS STRAIGHT.
IS DEMOCRAT.
IS REPUBLICAN.

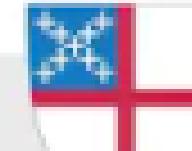
LOVE YOUR NEIGHOUR.
THAT'S WHAT WE'RE HERE FOR.



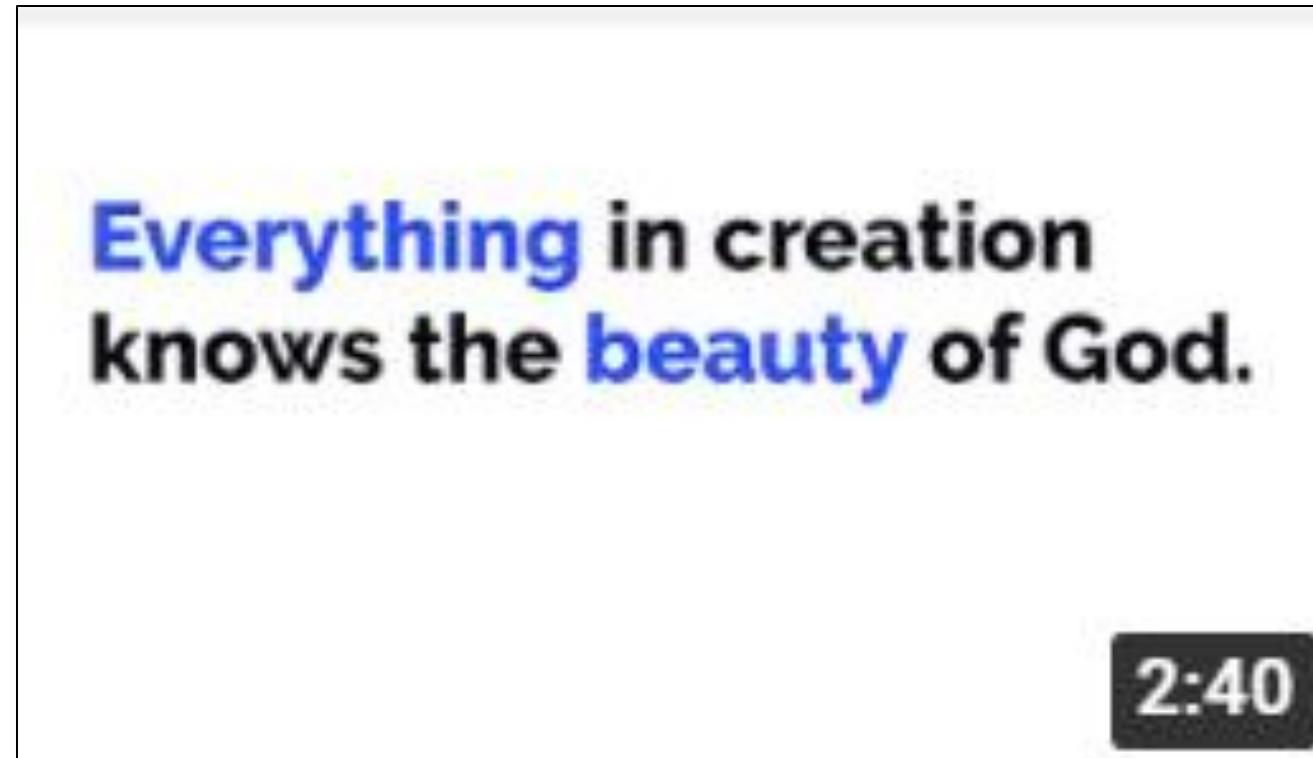
In YouTube.com search for ‘TryTank’



THE *Episcopal* CHURCH?



2:34



Church specific

**Our goal =
plant 3,000 trees!**



Message us for information



**THANK YOU GIFTS FOR
FIRST RESPONDERS**

*wish there was
people & action*



*Notice the people
& action*



Grace Episcopal, Clayton NC

Sponsored · 0

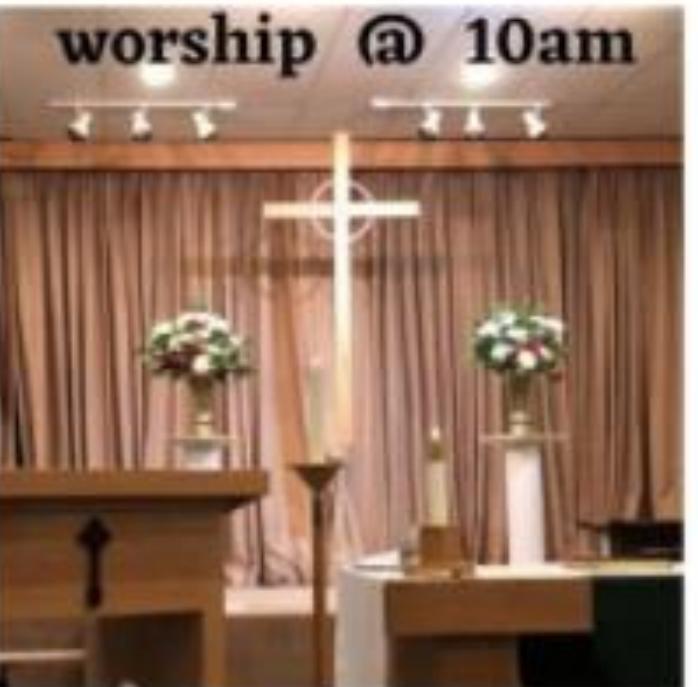
...

you are invited!

Grace, Episcopal Church
111 Lee Court, Clayton

July 4th

meet the people of Grace with



then ice cream !



only one service @ 10am

MESSENGER

**Perfect time to
worship and eat ice**

SEND MESSAGE

Might want to show a pure social event

I forgot to put a period on text so I could center it.

Blessing of the Animal | [Inbox \(65\) - kenkrooh](#) | Facebook | [BOTA with TryTank | Fa](#) | [All your designs - Can](#) | [BOTA slide oneB - Pre](#) | [Font Generator & Fon](#)

<https://coolsymbol.com/cool-fancy-text-generator.html>

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re...

Other bookmarks Reading list

 Turn your followers into customers [Start Free Trial](#)

Bold Script Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

Wierd Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

Hand Writing Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

Smooth Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

Symbols Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

Bold Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

Italic Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

Bold Italic Font [**www.coolsymbol.com**](#)  [DECORATE](#) [COPY](#)

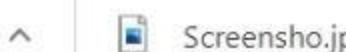
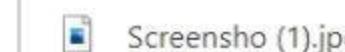
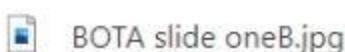
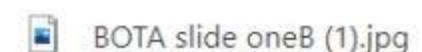
What does observability look like, anyway?
See how we find root cause with AI & automation.

 [Explore demo](#)





 116K

[Show all](#)



**Together again
SOON!**

Our doors are open again!

Grace Episcopal, 111 Lee Ct, Clayton



**SAFELY @ 9:30 am (traditional)
or 11:11 am (contemporary)
also still on-line, live or recorded**



We love our kids



**so they have their own
special place**

No



No



Yes



group of friends or friendly church

www.InviteWelcomeConnect.com

You recognize our building



But do you know us?

When to post

Ideal – twice a week (more or less)

Practical – as often as you can

Hootsuite and its clones allow you to create all posts at the same time. Facebook has a similar tool. This allows you to easily track the topics you cover.

I don't focus on the time of day but Facebook has the statistics

Creator Studio

All Pages (7)

Pre-Published > All

Scheduled Drafts

Post Type: All All time: Jan 1, 2009 – Jul 30, 2021 Filters Search

Post	Post Status	Date ↓	Details
 <input type="checkbox"/> 	A good description of Grace Episcopal Church 111 Lee Court Clayton Grace Episcopal, Clayton NC	<input checked="" type="radio"/> Scheduled	08/02/2021 12:45 PM Ken Kroohs

Notifications 5 new

Create New

Pre-Published

- All
- Videos
- Live Videos
- Photos
- Links
- Text

Published

Content Library

Insights

July 4th 2 (1).jpg

Show all

Cloud HQ SMS

92°F Mostly cloudy 2:11 PM 7/30/2021

FACEBOOK:

basic, underlying, foundational

fact:



Facebook



wants to make



money!!



Facebook makes money when people watch

NO idea of actual numbers but to give an impression of probability post will be shown often:

simple post --- 1 point

graphic post --- 5 points

video post --- 10 points

add 10 points if like or loved

add 20 points if shared

add 40 points if commented on

add 60 points if commented and shared

add 80 points if comment, commented on

Responding team

People who agree to ‘engage’ with every post and ad.

Helpful to have a recruiter & ‘nudger’

When to post

Branding -

- start now and never stop!
- include posting in groups as appropriate

BOTA specific (same thoughts for other events)

- mention occasionally during branding stage
- start detailed announcements about 2 weeks before
- prizes about 7-14 days before (more in a minute)
- announce all winners immediately
- Announce the ‘day of’ prizes beginning 7 days before.

Where to post and to whom

two types

Organic/free

Paid

Organic/free

Entire effectiveness based on responding team

Well not exactly. The quality of the post counts a lot.

But the most engaging post is not very effective if people don't see it and that is largely impacted by responding team.

Do not give up if no such team! But keep encouraging people to respond.

Facebook groups

best organic after your own page

Two types for BOTA

1. General community
2. Interest/hobbies

Beauty is these are free and reach an audience well beyond your church.



Groups

mt airy

Filters



All

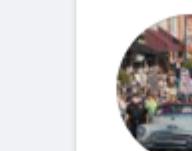


Groups

City

Public Groups

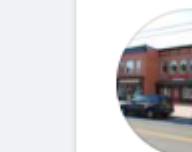
Search for your own city, surrounding cities, county, and any geographic indicator. Scroll through the list for ones you missed.



Mount Airy and Surry County, NC Events and Happenings

Public group · 7.7K members

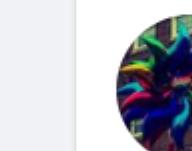
This group is a place where you can post upcoming events in Mount Airy, NC ...
5 posts a day



Mt Airy Forum , where you can find out what's really going on in Mt Airy

Public group · 2.1K members

This is a group comprised of people from the Mt Airy community,(in town and...
3 posts a day



Mount Airy and Surry County, NC LGBTQ+ 🏳️‍🌈

Private group · 368 members

A group for LGBTQ+ local issues, stories, and hopefully this will initiate positiv...
8 posts a week



BinCity Bargains Mount Airy

Public group · 1.7K members

BinCity Bargains is a wholesale liquidation store which sells Closeouts, Discon...
9 posts a week



Surry County Alerts!

Public group · 2.1K members

Key details *Weather Alerts* *School Alerts* *Weather forecast* *Fish Foreca...



(1) Creator Stu x (2) Groups | Fa x Blessing of the x Ad Experience x All your design x July 4th 2 - Fac x Ads Manager - x All your design x BOTA slide one x +

https://www.facebook.com/groups/search/groups/?q=dogs%20nc&sde=AbotKqEx6VFO7Xg9wiFDgE3hDSnw1teizHLB49vZpXF3bLbxyZ0OOUvrfrGEGCpzofDakrn8opGG9ML5UM4eRoBs

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re... » Other bookmarks Reading list

f Grace 2

Groups

dogs nc

Filters

All

Groups

City

Public Groups

My Groups

Group Posts

This will take more time to determine which groups are relevant to your geographic area. Ask pet owners if they are members of any groups.

 North Carolina Pets (Rehoming, Lost Pets and Advice)
Private group · 30K members
This group is made for everyone in NORTH CAROLINA! This group is to help e...
30 posts a day

 ANIMALS FREE TO GOOD HOMES IN NC AND SURROUNDING AREAS
Private group · 14K members
If you have a pet that needs a new home please post it in the discussions in th...
10 posts a day

 Foster/ADOPT North Carolina
Public group · 21K members
Rescues are welcome and encouraged to join Hi everyone! The purpose of t...
90 posts a day

 Rehoming or Adopting Pets around Raleigh NC
Public group · 5.9K members
Admins are: Meg Brown This is for adopting and rehoming, of all kinds of pets...
10 posts a day

 Rottweiler Rehoming and ISO of North Carolina.
Public group · 2.2K members
All Rottweiler Breeder, Rehoming, And ISO. North Carolina group. We Love ou...

BOTA slide one.pptx July 4th 2 (1).jpg Show all

88°F Partly sunny 7:43 PM 7/30/2021

Windows Search Internet Explorer File Mail Microsoft Office Settings Edge Google Chrome Microsoft Excel Microsoft Word Microsoft PowerPoint

Immediate follow-up to posts

When someone responds in any ways, Facebook tells you & asks if you want them to ‘like’ your page. This increases the potential to communicate with them – but no guarantees.

There are ways to dramatically increase your communication, but they take more work. If you want to know more, tell me and I will put together a training. Maybe this is an “after the BOTA” activity depending on the people helping.

Paid

I wish I had a magic formula to tell you how much to spend. I will be putting some numbers in front of you to help you think it through --- but as always, feel free to contact me.

Before money, you need to decide on ad objective, and ad audience.

Do not get overwhelmed! Its easy & I will be happy to walk you through it personally if that would help.

Blessing of the x | Gmail (65) - ke x | Facebook (2) x | Facebook with Try x | All your designs x | BOTA slide one x | Font Generator x | (3) Business M x | Ads Manager x +

https://business.facebook.com/adsmanager/manage/campaigns?act=124029721266895&business_id=1751609214910898&nav_entry_point=lep_114&date=2021-07-25_2021-08-01&s...

Cloud HQ SMS Ads Manager ...

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re... » Other bookmarks Reading list

Campaigns Ken Krohs Clayton (1240297212668...) Updated just now Discard Drafts Review and Publish (4) ...

Updates to your attribution settings As part of our ongoing gradual expansion of conversion tracking, we're

Create New Campaign Use Existing Campaign X

Buying Type Auction

Choose a Campaign Objective

Learn More

Awareness Consideration Conversion

Brand awareness ⓘ Show your ads to people who are most likely to remember them.

Reach

App installs Store traffic

Video views

Lead generation

Messages

Cancel Continue

Resource Center

+ Create Duplicate Edit

	On / Off	Campaign Name	Results	Reach	Impressions
<input checked="" type="checkbox"/>	<input checked="" type="button"/>	BOTA example	-	-	-
<input type="checkbox"/>	<input type="button"/>	Grace what is prayer June 2021 -2 seconds	-	-	-
<input type="checkbox"/>	<input type="button"/>	Grace what is prayer June 2021	-	-	-
<input type="checkbox"/>	<input type="button"/>	Video views	-	-	-
<input type="checkbox"/>	<input type="button"/>	Kinston Christmas 2019	-	-	-
<input type="checkbox"/>	<input type="button"/>	Communion invite December	Off	Lowest cost	\$8.00
> Results from 40 campaigns ⓘ			28-day click o...	Multiple Attrib...	Multiple Convers...

Last 7 days: Jul 25, 2021 – Jul 31, 2021 Note: Does not include today's data

Ads for 1 Campaign

Performance Breakdown Reports

BOTA slide oneB (2).jpg BOTA slide oneB (1).jpg BOTA slide oneB.jpg Screensho (1).jpg Screensho.jpg BOTA 1a.png Show all

Blessing of the x | Gmail (65) - ke x | Facebook (2) x | Facebook with Try x | All your designs x | BOTA slide one x | Font Generator x | (3) Business M x | Ads Manager x +

https://business.facebook.com/adsmanager/manage/campaigns?act=124029721266895&business_id=1751609214910898&nav_entry_point=lep_114&date=2021-07-25_2021-08-01&s...

Cloud HQ SMS Ads Manager ...

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re... » Other bookmarks Reading list

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Updates to your attribution settings As part of our ongoing gradual expansion of conversion tracking, we're

Create New Campaign Use Existing Campaign X

Buying Type Auction

Choose a Campaign Objective Learn More

Awareness Consideration Conversion

Brand awareness Traffic Conversions

Reach i Show your ads to the maximum number of people.

Video views Lead generation Messages

Results Reach Impressions

On / Off Campaign Name

BOTA example

Grace what is prayer June 2021 -2 seconds

Grace what is prayer June 2021

Video views

Kinston Christmas 2019

Communion invite December

Off Lowest cost \$8.00 28-day click o... Multiple Attrib... Multiple Conversions People Total

Cancel Continue

Results from 40 campaigns i

Ads for 1 Campaign

Last 7 days: Jul 25, 2021 – Jul 31, 2021 Note: Does not include today's data

mns: Performance Breakdown Reports



Blessing of the x | Gmail (65) - ke x | Facebook (2) x | Facebook with Try x | All your designs x | BOTA slide one x | Font Generator x | (3) Business M x | Ads Manager x +

https://business.facebook.com/adsmanager/manage/campaigns?act=124029721266895&business_id=1751609214910898&nav_entry_point=lep_114&date=2021-07-25_2021-08-01&s...

Cloud HQ SMS Ads Manager ...

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re... » Other bookmarks Reading list

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Updates to your attribution settings As part of our ongoing gradual expansion of conversion tracking, we're

Create New Campaign Use Existing Campaign X

Buying Type Auction

Choose a Campaign Objective Learn More

Awareness Consideration Conversion

- Brand awareness
- Reach
- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversions

Get more Page likes, event responses, or post reacts, comments or shares.

Cancel Continue

Resource Center

+ Create Duplicate Edit

	On / Off	Campaign Name	Results	Reach	Impressions
<input checked="" type="checkbox"/>	<input checked="" type="button"/>	BOTA example	Estimated Ad Recall ...	—	—
<input type="checkbox"/>	<input type="button"/>	Grace what is prayer June 2021 -2 seconds	Estimated Ad Recall ...	—	—
<input type="checkbox"/>	<input type="button"/>	Grace what is prayer June 2021	Estimated Ad Recall ...	—	—
<input type="checkbox"/>	<input type="button"/>	Video views	ThruPlay	—	—
<input type="checkbox"/>	<input type="button"/>	Kinston Christmas 2019	Estimated Ad Recall ...	—	—
<input type="checkbox"/>	<input type="button"/>	Communion invite December	Estimated Ad Recall ...	—	—

Results from 40 campaigns 1

Off Lowest cost \$8.00 28-day click o... Multiple Attrib... Multiple Conversions People Total



Ads Ken Krohs Clayton (1240297212668...) ... Updated today at 11:39 AM ↻ Discard Drafts Review and Publish (1) X

Updates to your attribution settings As part of our ongoing efforts to support our advertisers through Apple's iOS 14.5+ changes, starting June 30 we are gradually expanding our use of conv... Learn More X

K Search and filter Maximum: Jun 30, 2018 – Jul 30, 2021 ▼

Resource Center Campaigns 1 Selected X Ad Sets for 1 Campaign Ads 1 Selected X

+ Create Duplicate Edit A/B Test View Charts Edit Duplicate Preview Rules View Setup ☰ ☰ Reports ☰

<input checked="" type="checkbox"/>	On / Off	Ad Name	Delivery ↑	Results	Cost per Result	Reach	Impressions	Amount Spent	Ends
<input checked="" type="checkbox"/>	Toggle	Grace Clayton July 4th invite View Charts Edit Duplicate	Completed	4 Messaging Conversa...	\$11.55 Per Messaging Conv...	1,014	1,520	\$46.20	Jun 30, 2021
		> Results from 1 ad i		4 Messaging Conversati...	\$11.55 Per Messaging Conver...	1,014 People	1,520 Total	\$46.20 Total Spent	

\$0.045 per person who saw



View Results

Boost Another Post

Edit Ad

...

Performance

\$24.99 spent over 4 days.

On-Facebook Leads

i

Reach i

420

Cost Per On-Facebook Lead

--

Activity

Post Engagement



3-Second Video Plays



Link Clicks



Post Reactions



Leads

Ad Rating

Are you satisfied with this ad?

No

Yes

Details

Status

Completed

Goal

Get customer contacts

Total budget

\$25.00



Duration

4 days

See All ▾

\$0.06 per remembered ad

July 4th 2 (1).jpg



Show all



1 Cre x f View R x M BOTA x | f Ad Exp x | c All you x | c July 4t x | Ads M x | c Home x | c BOTA x | y! graphi x | y! graphi x | y! graphi x | y! graphi x | +

https://www.facebook.com/ad_center/manage/?boost_id=4059243754144706&entry_point=www_ad_center_overview_ad_cards

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re... » Other bookmarks Reading list

X f

X

grid icon

cloud icon

person icon

Leads

This ad got 0 leads from your audience.

Get More Results Like This

 Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

[Get Started](#)

Audience

This ad reached 420 people in your audience.

People Placements Locations

63.4% Women 36.6% Men

Age Group	Percentage
13-17	0%
18-24	1%
25-34	2%
35-44	5%
45-54	12%
55-64	18%
65+	20%

Details

Status: Completed

Goal: Get customer contacts

Total budget: \$25.00

Duration: 4 days

[See All ▾](#)

Preview

What do you think? .
Message your questions and then see what he says! . SAFELY
IN PERSON @ 9:30 (TRADITIONAL)
OR 11:11 (CONTEMPORARY) . OR...



[View Ad](#) [Edit Ad](#)

July 4th 2 (1).jpg

Show all

Where do you
want your ad to
be seen?

Good standard –
how far 80%
travel.

https://business.facebook.com/adsmanager/manage/adsets/edit?act=124029721266895&business_id=1751609214910898&global_scope_id=1751609214910898&nav_entry_point=bm...

Ad Sets

- BOTA example
- New Reach Ad Set
- New Reach Ad

BOTA example > **New Reach Ad Set** > **1 Ad**

In Draft

Locations

People living in or recently in this location

United States

472 S Main St, Mount Airy, North Carolina, Unit... + 10mi

Include Search Locations Browse

Mount Airy

Add Locations in Bulk

Age

18 - 65+

Audience Definition

Your audience selection is fairly broad.

Specific Broad

Potential Reach: 56,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

All edits saved

Back Next

https://business.facebook.com/adsmanager/manage/adsets/edit?act=124029721266895&business_id=1751609214910898&global_scope_id=1751609214910898&nav_entry_point=bm...

In Draft

Ad Sets

BOTA example

New Reach Ad Set

New Reach Ad

Locations

People living in or recently in this location

People living in or recently in this location
People whose home or most recent location is within the selected area.

People living in this location
People whose home is within the selected area.

People recently in this location
People whose most recent location is within the selected area.

People traveling in this location
People whose most recent location is within the selected area but whose home is more than 125 mi/200 km away.

Mt. Airy

Drop Pin

Add Locations in Bulk

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 56,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close All edits saved

Back Next

https://www.facebook.com/grace.clayton.nc

Search Facebook

Home People Groups Groups Page

Ken

Manage Page

Grace Episcopal, Clayton NC

Page News Feed Updates Ad Center Inbox Business Apps Leads Center

8 new New updates 1 new

Create Ad See All How would you like to grow your business?

Create New Ad Boost a Post Ins

Make an ad using text, photos or videos to promote your business

Automated Ads Get personalized ads that adjust over time to help you get better results.

Free Facebook Business Tools

Add Appointment Bookings Host Paid Online Events

Display your services and availability so that people can book an...

Reach More People With This Video You could reach up to 776 people daily by boosting your video for \$25.

0:09 / 12:30

38 People Reached 17 Engagements 3 Comments Boost Post

92°F Mostly cloudy 3:48 PM 7/30/2021

Prizes

Donated by organizations

Offer some before hand and some at the BOTA

primary way we get contact information

Use Jotform.com or similar to register for prize

Make sure to say “we do not share your information with anyone”

At BOTA have ~3 x 5 cards printed with contact information needed to submit for prize. EASY TO FILL OUT. Lots of room. I use 96# paper so easy to write on.

Make big deal of winners, especially children. Best way to use ‘celebrity’ if you recruited one.

DO NOT LET THE COMPLETED FORMS GET LOST!!!!!!

for what its worth

More money always accomplishes more

My thinking ---- 4 ads, two branding and two BOTA. 2nd branding ad to be about 3 weeks before BOTA. BOTA ads 14 days before and 4-5 days before.

Be careful! Facebook can take 3 days to approve and start your ad so have it submitted at least 4 days early.

\$50. budget for each, 3-4 days each

For what its worth – if I had more money I would increase the amount per day and the length of time rather than additional ads.

Ask an advertising executive and you may get another pattern recommended but I think this is consistent with what the church focused people recommend.

OPTION – use detailed target for ‘pets’ for paid ads & tell them to ‘like’ & watch your page for more information. Ask them to message you with groups to post in about this.

Ad Sets X BOTA example ...

New Reach Ad Set ...

New Reach Ad ⚠ ...

Edit Review

Blue Ridge Parkway Drop Pin

Add Locations in Bulk

Age
18 - 65+

Gender
All genders

Detailed Targeting
Include people who match i

Interests > Additional Interests

Pets

Interests > Hobbies and activities > Pets

Cats

Fish

Add demographics, interests or behaviors Suggestions Browse

Close ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Specific Broad

Potential Reach: 38,000 people i

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

(1) Crea | Grace E | M BOTA ... | f Ad Expe | C All your | C July 4th | Ads Ma | C All your | C BOTA sl | graphic | graphic | graphic | Episcop | graphic | Stu x + - □ X

https://www.generalconvention.org/study-your-neighborhood

Apps Pastor's Blog Episcopal Parochial... Blogger: Pastor's Bl... Clergy Directory | E... High Point Public Li... Google Photos https://www.episdi... Voltage, Current, Re... » Other bookmarks Reading list

The General Convention of the Episcopal Church logo, featuring a shield with a cross and a book, surrounded by a circular border with the text "THE GENERAL CONVENTION OF THE EPISCOPAL CHURCH" and "A.D. 1785".

House of Bishops House of Deputies Interim Bodies Executive Council Meetings Publications Research & Statistics News Extranet

Study Your Neighborhood

[Parochial Report Results](#) [Forms and Instructions](#) [Data Requests](#)

[Explore Neighborhood](#) [Explore Parochial Report Trends](#) [Understanding Data Trends](#)
[Explore Parochial Report Trends \(Light Mode\)](#)

In order to know who you are, you need to examine where you are and where you have been.

Looking at the social and demographic characteristics of the local community sheds light on the people to which we hope to minister.

Looking at trends in membership, average worship attendance, and financial giving sheds light on congregational strength and whether current patterns indicate growth, decline or stability.

Panel

Membership

0 5,376

Plate & Pledge

0 5,664,994

Worship Attendance (Avg)

0 1,365

Diocese

- Alabama
- Atlanta
- Central Florida
- Central Gulf Coast
- Florida**
- Georgia
- South Carolina
- Southeast Florida
- Southwest Florida
- Upper South Carolina

Congregation(s)

- Christ Church Episcopal
(Monticello, Florida) | Parish UEID: 5180-0456
- Christ Episcopal Church
(Cedar Key, Florida) | Parish UEID: 9136-6799
- Christ Episcopal Church**
(Ponte Vedra Beach, Florida) | Parish UEID: 5518-8932
- Church of Our Saviour
(Jacksonville, Florida) | Parish UEID: 3140-2811
- Church of the Ascension
(Carrabelle, Florida) | Parish UEID: 7532-1695
- Church of the Holy Comforter
(Crescent City, Florida) | Parish UEID: 2820-2109

Help

- Select a Diocese or Congregation to get started
- Charts below display Stats and Trends based upon your selection
- Unselect your Diocese & Congregation parameters to view all

Printing

-For Windows-

- When centered on your page, press "Windows Key + Print Screen" / "Windows Key + Shift + S" to select your print region
- Your file will be saved in your Pictures/Screenshots folder (C:\Users\<yourname>\Pictures\Screenshots)
- Open this file and press Ctrl+P to print

-For Mac-

1
Congregations

44
Membership

36,360
Plate & Pledge

29
Average Attendance

Membership

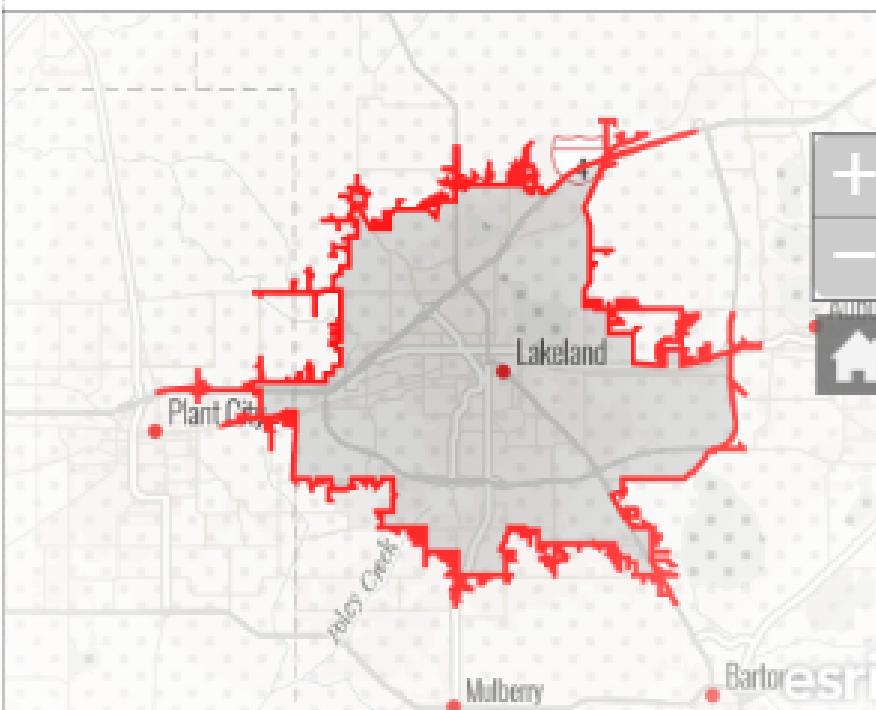
Plate & Pledge

Worship Attendance (Avg)

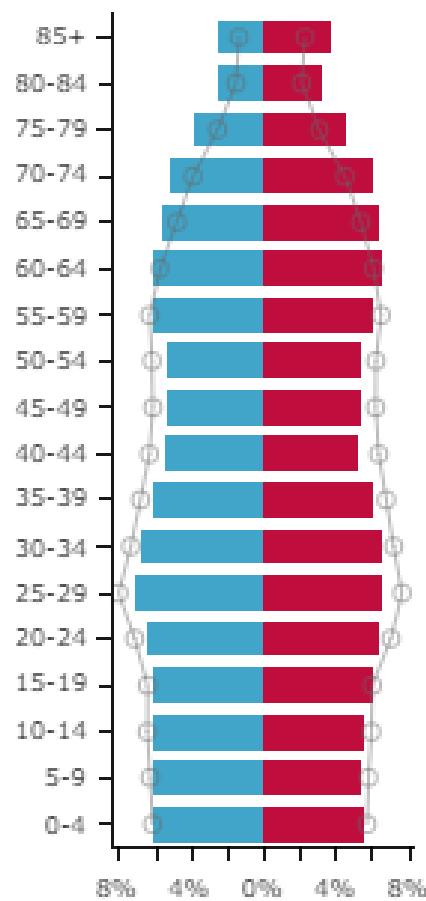
THE *Episcopal* CHURCH

All Saints Episcopal Church

15 Minute Drive Time



Age Pyramid



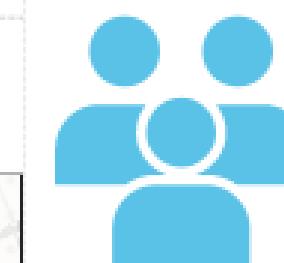
The largest group:
2019 Male
Population Age 25-
29 (Esri)

The smallest group:
2019 Male
Population Age
85+ (Esri)

Dots show comparison
to

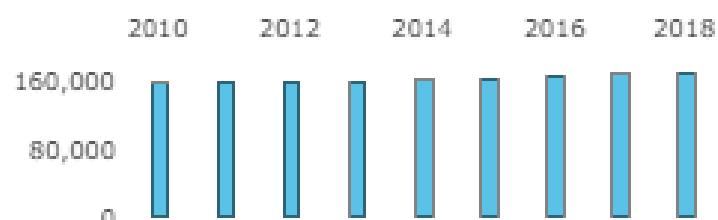
Hillsborough ... ▾

Key Facts



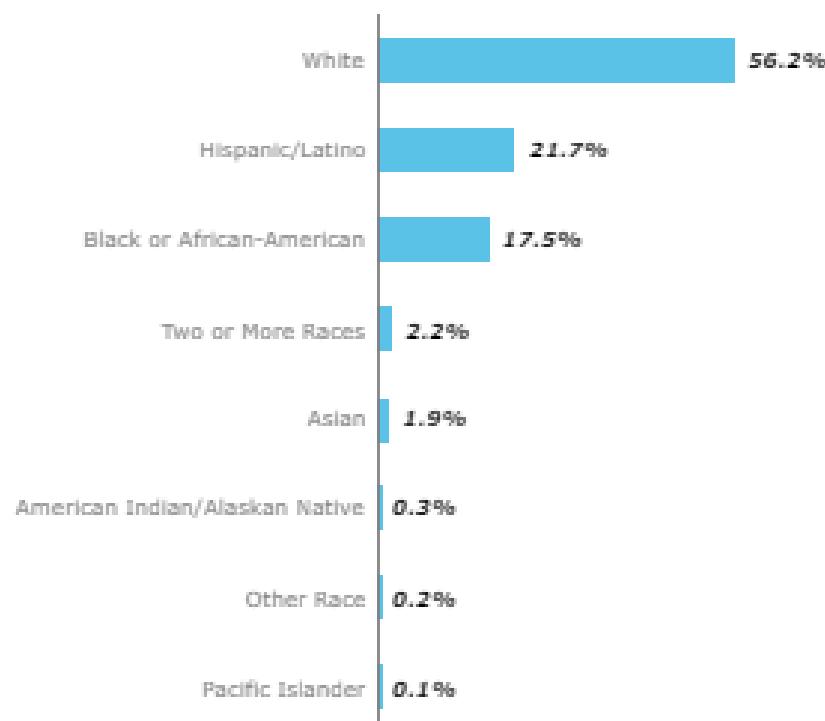
179,537
Population

Population Trends



1.1%
Population:
Annual Growth
Rate
(2019-2024)

Diversity



Employment Type



62%

Professional



27%

Working Class



11%

Service Industry

Households



70,845

Households



2.47

Avg Household Size

Company/Business Name

Direction

Distance

Company/Business Name	Direction	Distance
USA RECOVERY	SW	0.3
SUPERIOR SCREEN PRINTING SVC	SE	0.3
AUTOBODY RESURRECTION CARSTAR	SW	0.3
GULF COAST BORING & PIPELINE	SW	0.3
HEATHERS GOLD	SW	0.3
BONNET SPRINGS PARK	SE	0.3
A & D REPAIR CTR INC	SW	0.4

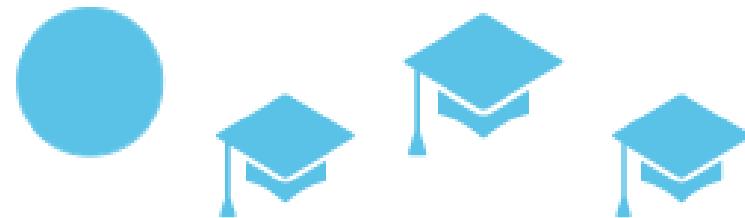
Closest 50 locations

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All Saints Episcopal Church

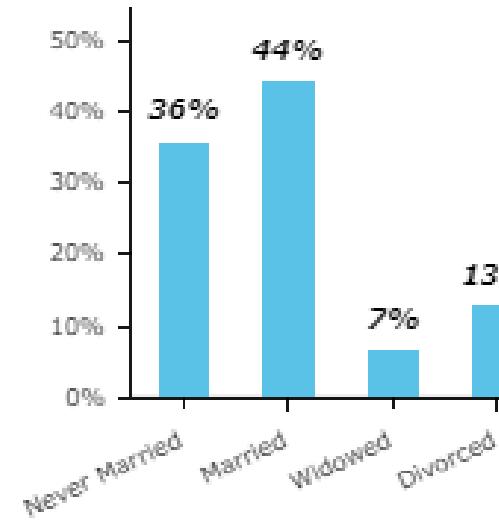
15 Minute Drive Time

Education

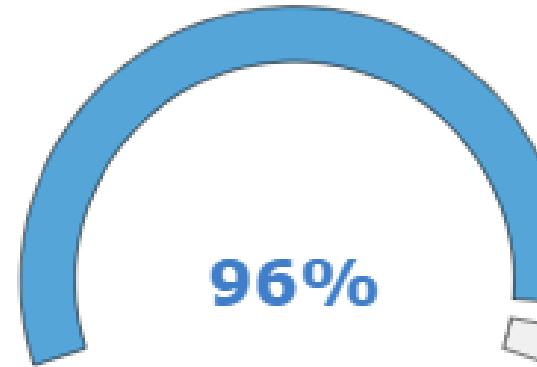


14%	35%	28%	23%
No High School Diploma	High School Graduate (Including GED)	Some College (Including Assoc Deg)	Bachelor's/Grad/Prof Degree

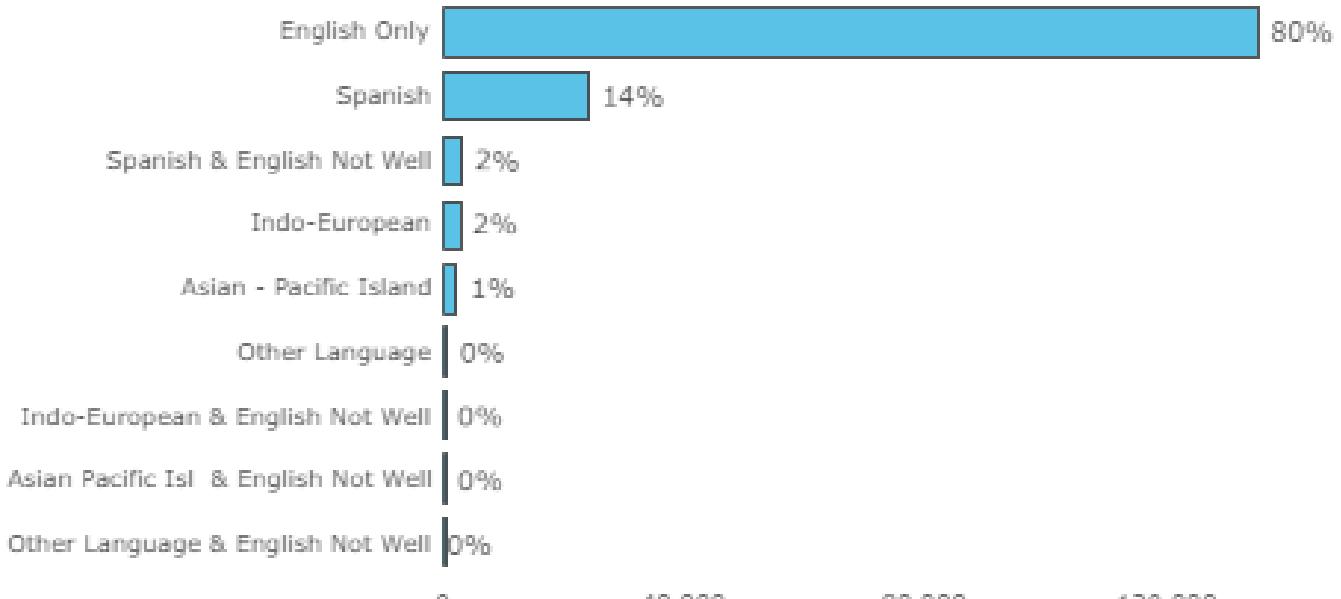
Marital Status



Has a Working Cellphone



Language Spoken



Esri Tapestry Segments

Tapestry Segments

 9D Senior Escapes 8,899 households	12.6% of Households	▼
 8G Hometown Heritage 8,652 households	12.2% of Households	▼
 10D Down the Road 5,202 households	7.3% of Households	▼

The lifestyle labels provided in the box above are proprietary labels created by Esri. The Episcopal Church recognizes that these may not be labels that would be endorsed by members of those groups. The information is included here because it provides valuable data on demographics. Its inclusion does not constitute endorsement of any of the labels.

Learn More



If you would like access to more data, analytics, and demographic reporting, Datastory has established a discounted rate for the Episcopal Church.

Visit <https://www.datastoryconsulting.com/mapdash-faith> for more info.

Our schedule is:

Zoom's (all 10am and 7 pm)

Tuesday August 3rd - social media

Tuesday August 17th - other advertising (general media, posters, etc.)

Tuesday August 24th - setting up for 'the day!'

Tuesday September 14th - checking in

Tuesday September 21st - preparing for the most important - follow-up (date could change)

Tuesday October 5th - how did it go and follow-up starting

Tuesday October 28th - how is follow-up going & new ideas for it

**Please keep me informed about how it is going
and please contact me with any concerns.**