

To do IMMEDIATELY !!

New garden club president

Neighbors want speed bumps

City park may close

**Valedictorian chooses college
(editor's nephew)**

donut shop opening

Teenagers make masks

Church to bless pets



Moving tons of food?

Call the teenagers!!

Great Visuals!

August 22nd, 11 am, Lutheran Church of Our Father, 3304 Groometown Rd. , Greensboro

Great problems can result in creative solutions. The Lutheran Church of Our Father, in Greensboro had a major, but good, problem. The food pantry had grown so much it was overwhelming the space. Although the Lutherans would prefer that food pantries are not needed, they were excited to have the resources to help meet those needs.

Quote from food pantry representative

Quote by Pastor Scott: *You can see God at work through the hands of our many volunteers. They embody Christ's word to feed his sheep.*

For more information, please contact:

Donna Anthony 336-324-5349

Pastor Scott Berry 336-316-6276

Church office: 336-299-0935

Let us know any way we can assist you! (attach photos, video, other organizations, etc.)

AGENDA August 24 2021

preparing for THE DAY!

AGENDA

- 1)** Introductions and organizations
- 2)** What do you want to happen?
- 3)** Liturgical time
- 4)** What do you want them to know? -- discussion
- 5)** How do we communicate those impressions (& data)
- 6)** Physical set-up
- 7)** Most important --- get contact information

What do you want to happen?

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.

LITURGICAL TIME

1. This is central. We design to avoid disruptions. All organizations and activities given 5 minute warning to pause.
2. Schedule my thinking have 30 minutes of gathering and visiting organizations, and demonstrations. Announce liturgical start time. Repeat about every 10 minutes
3. Make everything easy to follow. Complete service booklet so they have something to take home including explanation of St. Francis.
4. Music – have a couple strong singers to lead. If you have more spread them out. You are outside and the sound dissipates rapidly.
5. If not all in chairs have some available and people to hurry to offer them to anyone who needs one.
6. Good sound system. Some dogs will be unruly and will be well away from the group. Ask if they can hear.
7. Hand out bandanas at second station, away from priest. Probably have 2 or even 3 stations.
8. Count before and if it looks like you will be short bandanas ask members to get theirs next week.
9. Time after liturgy, when actual blessings happen, can be a bit of ‘dead time’ – and the most valuable time of the day.
(more later)

What do you want them to know about you?

Imagine --- your guest is having coffee with a friend on Monday. The friend asks: “How did it go? What did you think about them?”

What do we want them to answer?

Remember: Impressions over data (example – your doctor)

The negative impressions many people looking for a spiritual home have of ‘churches’.

How can we communicate these impressions to them?

1. Images ... images ... images ----- think walking through state fair
 - a. understandable from 6 feet or more
 - b. High enough so not hidden by people standing.
 - c. Get point across in a glance.
2. Video screen(s) can work well
 - a. People are not going to stand & watch so simple slides, quick movement, multiple on each topic
 - b. screen sitting on a table is hidden by a single person. Place as high as possible.
3. Large posters can work well. Can have two copies of each so spread around.
 - a. Many engineers, architects, graphic designers as well as printers can do large posters/photo
 - b. Very likely you will need to create new slides/photos so start now!
4. Titles are only text and extremely important. Short – message in few words. Link to objections
Great to use multiple slides/photos with same basic theme.
 - a. “Making the world better – a food pantry”
 - b. “Making the world better – Habitat build”

How can we communicate these impressions to them? (page 2)

- c. “Caring for God’s creation – recycling”
 - d. “Caring for God’s creation – planting trees”
 - e. “Active youth – helping the elderly”
 - f. “friendly adults – winery tour”
 - g. “Keeping kids safe – always two”
 - h. “moving sermons”
 - i. “inspiring music – love the variety”
 - j. “challenging conversations – all questions good!”
 - k. Other good words: relevant, timely, uplifting.
5. Involve your congregation! --- ask them for words for their activity. Explain limit to 1 or 2
6. Questions can be fantastic! Feed back through cards in box or whiteboard
- a. What are your favorite church songs?
 - b. What sermon topics should he/she dive into?
 - c. What would be a fun place for adults to visit?

How can we communicate these impressions to them?

(page 3)

7. Showcase what you can
 - a. Youth actively helping makes the point
 - b. Variety of music, even recorded, makes the point
 - c. Prayer stations makes a very important point
 - i. Be visible but a bit aside for privacy
 - ii. Ask permission to include their prayers in next P of P, do so, and contact
 - iii. Might have a few cards with links to the TryTank video on prayer and sin. You can hand them to person if it seems right to do so. If you can modify them slightly to include your church's information that is even better. (I can help.)

8. Probably good to have a 'what can we tell you about us?' table. A few brochures is never a bad idea and there are people who will take them and read them. Questions ("What can we tell ...?") typically attract more attention than statements. ("Information Booth")
 - a. If clergy agree, during the actual blessings there is some 'dead time'. This is a great time for another person to take the microphone and (1) thank the organizations by name and say the organizations will be around a while longer

Physical set-up

1. Everything depends on the space you have
2. Best to be visible from the street
3. Liturgical space should be designated first
4. Second would be space for any demonstrations
5. Food truck should probably be as far from liturgical space as possible since likely to be noisy
6. Have at least a couple water bowls, clearly marked. One near an information table is good – people might ask questions as dog drinks.
7. Dog & cat treats --- have a couple places, clearly marked but let owner come to you.
8. Dog walk area, designated with poop bags

Physical set-up (page 2)

9. Especially if hot, have water station for humans
10. One person's opinion – food truck fine but do not have church sell anything as fund raiser.
11. Have path to rest rooms clearly marked. Would be hospitable to have volunteer there to hold the leash. When announcing schedule point to restrooms and that a 'leash holder' is there.
13. I like to spread out the tables/booths a bit so less crowding
14. Picture walking state fair Sign for *deep fried marshmallows* is high, large and, in a location where people can see it even in a crowd.
15. Screen on table will be blocked by just one person
16. On path to exit have sign, high enough to be read, that says "thank you for coming! Hope to see you again soon."

Physical set-up (page 3)

9. Large photos/posters or video screens. Want them in a location which is highly visible but, if possible, not overcrowded. If possible, not immediately next to each other but a couple feet apart. Think photo gallery in museum.

The first shall be last

We talk about the most important now.

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.

Goal #1 is about people feeling invited, welcome, and spiritually moved by the liturgy.

Goal #2 is about people feeling invited, welcome, spiritually moved by the liturgy AND mildly interested in connecting with your congregation.

I use “mildly interested” because those people who are deeply interested with proceed with little help! We focus on those who, if we ignore them, will drift away.

ASSERTIVE – NEVER AGGRESSIVE

Without their contact information we have no influence on whether they stay in touch or not. We cannot and do not want to control them. But we do want to influence them.

We talk about the most important now.

Contact information – page 2

- 1. Major mistake – asking for too much. At this point we need a first name and a phone number. Nothing more. Last name is nice. Email address provides an option. I like home zip code simply to get some geographic idea. Beyond that we discourage people from providing anything**
- 2. Second major mistake – making the form hard to complete with spaces too short, and lines too narrow.**
- 3. Third major mistake is not stressing confidentiality (we do not share your information) and that you will not spam them. If organizations want to record names they do it at their booth.**
- 4. An option that probably is more effective on Sunday than here, is to provide a cell phone number and ask them to text their name to that number and the pastor will contact them later.**

We talk about the most important now.

Contact information – page 3

5. Use as many opportunities as you can! Don't worry about getting duplicates = minor problem
 - a. If taking COVID tracking list, you have all you need
 - b. When offering drawings for prizes before the event, the registration should provide all you need.
 - c. For 'day of' prizes and drawings I showed you a form you can use. They fill it out and drop it in a bowl for a later drawing. (Drawings are great times to involve cute kids! And they will remember!) BE CAREFUL – the winning card and bowl of cards does not get lost!
 - d. After the liturgy, as the animals are blessed, have someone use the microphone to thank the organizations, tell people they will be here for a while longer, and tell them you would like to stay in touch so they can know about other things happening. If they have not filled out a card (wave one around) please do so.
 - a. Then say something like people have had some questions. If you do, see Betty about youth and children, Sam about the food pantry and Habitat builds, Martha about the fun events for seniors, etc. How those people easy to find visually. Ex: each has a specific color hat (Betty in the red hat for youth), etc. A feather, a balloon, anything that makes them easy to find.

We talk about the most important now.

Contact information – page 3

7. Still thinking of effective way to do this without over complicating the acquisition of contact information --- the option, never anywhere near as effective option, is to provide them with information so they can contact you. *Maybe* have someone on the path to the parking area with small cards and offer: “Here is our website and Facebook information if you would like.” If you have a Facebook group around pets, mention that too.

8. Mentioned above was the sign as they are leaving. This is final opportunity to get their attention and make an impact.

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 phase - follow-up (date could change)

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

Tuesday October 26th - 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.**