

As promised, here is the list of some brainstorming ideas from Leadership Team that I discussed with everyone last night. In particular, these are "growing the community" strategy ideas we wanted to explore and incorporate as we grow in serving those currently unserved by a church community, and as we refine our communication and ability to accomplish more with the people already in the core.

1. Investigate hiring a media company /consultant to help devise a communication plan for the congregation. We have a great story, but we don't know how to tell it or where in order for people to hear it.
2. Continue to utilize website: this is growing and getting more popular!
3. Acquire "new to town" lists, either from welcome wagon, city hall, or paid service. Sandy Rowlette was a Berean who was doing this kind of service. Should we contact her?
4. Visibility and accessible presence at various non-church events:
 - a. Booth at spoonbread, Christmas parade, etc?
 - b. Hanging out at Soccer games where most young families have kids playing
 - c. Coffee house connections for the 20-30 crowd
 - d. Dolphin swim meets, etc
 - e. Intentional ties and hang out at the college
5. Develop some easy steps for members to follow when new residents move to their neighborhood:
 - a. Have a printed door hanger members can invite others with,
 - b. Produce a short script of do's and don'ts? A "how to invite someone to church without sounding like a Jehovah's witness" guide?
 - c. Suggestions of how to serve those needs: helping people get connected to doctors, dentists, plumbers, etc.
6. Intentional Intergenerational events to bring people of all ages together: specifically using things like the Hunger Games Study to bridge generations.
7. Transportation remains a key element in our challenges:
 - a. What about Valet parking (when we get back to the building)?
 - b. What about a number people call to get a ride to church?
 - c. Bus rental?
8. Neighborhood Cluster organization of whole congregation: we discussed doing this for Rachel Introductions, but would have significant advantages long-term:
 - a. Clear rationale for clusters that would transcend ages, interests, etc
 - b. When new persons joined, there would be a logical neighborhood group to "adopt" them.
 - c. Neighborhood clusters could undertake other projects or studies of their choosing: books, mission project, etc.
9. Visible, changeable, front of church signage. I like the idea of an LED screen type because it will be lighted and can easily promote our projects. 6" letters is not identifying us, nor telling our story.