

Spring 2023
Discipleship Series: Mens/Womens
COMMUNICATIONS/MARKETING PLAN

SERIES CONTENT & SCHEDULE:

Week 1, 3/27: Intro Week, Tiffany Parry (women), Chris Reinhard (men): Why Discipleship?	Week 2, 4/3: Do I have a Spiritual Gift? Vivi Diaz	Week 3, 4/10: Who did God create me to be? Tammy Brown	Week 4, 4/17: How should I read the bible? Part 1 and Part 2 Claude Hickman
Week 5, 4/24: Why should I worship? Melody Workman	Week 6, 5/1: Is 'fasting' still relevant? Fredo Ramos	Week 7, 5/8: How can I hear God's voice? Dan Crowley	Week 8, 5/15: How do I pray? Erik Salley

SERIES TAGLINE/MESSAGING:

- Learn how to live and grow as a disciple.
- Join us for an 8-week groups series on learning how to live and grow as a disciple
- Join Sandals Church men, women and young adults for an 8-week groups series that will help you learn how to live and grow as a disciple.
- Learn the what, why and how of following Jesus, including spiritual disciplines, that will equip and inspire you to become a disciple who makes disciples.
- Free registration includes access to weekly video and reflection/discussion content from our teachers and leaders at Sandals Church, along with communication, resources and encouragement from Advance Men and Cultivate Women.

REGISTRATION/LANDING PAGE: sandalschurch.com/spring23

SAMPLE CAPTIONS/COPY: Use the following or any combination of the following for social media, campus emails and communications:

Caption Hooks: Coming soon • We're all on the same page! • Have you heard? We're all on the same page! • Register now! • Are you registered? • Don't miss this!

Campus: Beginning March 27, join Sandals Church men, women and young adults for an 8-week groups series that will help you learn how to live and grow as a follower of Jesus, and be equipped to become a disciple who makes disciples. Participate with your existing community group, grab a friend or join an on-campus group meeting weekly at <insert campus.> Registration is free. Visit sandalschurch.com/spring23 to learn more and get registered!

General: We're all on the same page! Join Sandals Church men, women and young adults for an 8-week group series that will help you learn the what, why and how of following Jesus, including spiritual disciplines, that will equip and inspire you to become a disciple who makes disciples. Registration is free, but required! Visit sandalschurch.com/spring23 to register today.

LMS Course Summary: What does it mean to 'love God?' Does God really care *how* we love Him? He does. God provides many ways for us to connect with Him and for us to experience the love and the kindness He wants to offer us in return. Learn more about how to love God based on three cornerstones of Discipleship—prayer, scripture, and baptism—and begin to experience God in life-changing ways.

PROPOSED COMMUNICATIONS CALENDAR:

[Link to Shared Drive + Assets](#)

LMS Series Login/Watchsite:

<https://learn.sandalschurch.com/course/foundations-love-god/>

Thursday, February 23

- Initial comm to CPs to intro season and integrated formation strategy
- Provide google form link for response on willingness to host on-campus group option

Week of March 8: Coming Soon Announce

- Cultivate, Advance, Young Adults social
- Sandals Church Main: stories
- Cultivate comm to existing community group leaders, intro season + leader training invite

Week of March 13: Registration Open

- Cultivate, Advance, Young Adults social promo graphics
- Growth Path: CP email to highlight series and/or on-campus group
- Sandals Church Main: feed/social
- SC App highlight
- Group Leader comm: Nick Holst
- Groups opener video: Tiff
- Weekend 18/19: Printables/Postcards/Signage to campuses

Week of March 20: Ongoing Promotion

- Cultivate, Advance, Young Adults social promo + season at a glance graphics
- Growth Path: Campus Socials + CP email reminder
- Sandals Church Main: social
- All SC promo email
- Staff Communicator + Slack
- Registrants email with study kit + LMS instructions + general start tips
- Cultivate Table Leader Training: Thurs, March 23: 6-730pm HP

Week of March 27: Launch Week/Week #1 (Intro)

- Wed: Week 1 graphics - Cultivate, Advance
- Young Adult stories
- Growth Path: CP email - it's not too late to register + campus stories
- Weekly comm

→ Fri: Cultivate Instagram series (Tammy)

Week of April 3: Week #2 (Gifts)

→ Wed: Week 2 graphics - Cultivate, Advance

→ Young Adult stories

→ Weekly comm

→ Fri: Cultivate Instagram series (Good Friday/Easter tie in)

Week of April 10: Week #3 (Beauty/Brokenness)

→ Wed: Week 3 graphics - Cultivate, Advance

→ Young Adult stories

→ Weekly comm

→ Fri: Cultivate Instagram series

Week of April 17: Week #4 (Inductive Study)

→ Wed: Week 4 graphics - Cultivate, Advance

→ Young Adult stories

→ Growth Path: campus stories/highlight on campus experience

→ Weekly comm: learning hub login reminder re: resources, course 4 bonus content

→ Fri: Cultivate Instagram series

Week of April 24: Week #5 (Worship)

→ Wed: Week 5 graphics - Cultivate, Advance

→ Young Adult stories

→ Weekly comm: learning hub login reminder re: mark as done

→ Fri: Cultivate Instagram series

Week of May 1: Week #6 (Fasting)

→ Wed: Week 6 graphics - Cultivate, Advance

→ Young Adult stories

→ Weekly comm: potential next steps (group, ongoing content)

→ Fri: Cultivate Instagram series

Week of May 8: Week #7 (Silence/Solitude)

→ Wed: Week 7 graphics - Cultivate, Advance

→ Young Adult stories

→ Weekly comm: pray for what's next

→ Fri: Cultivate Instagram series

Week of May 15: Week #8 (Prayer)

→ Wed: Week 8 graphics - Cultivate, Advance

→ Young Adult stories

→ Wrap Up comm next steps

→ Fri: Cultivate Instagram series