

the
NEW NORMAL PROJECT
 a movement of people who don't hold back

Two-Year Plan

This is not *just* a two-year giving period, but a two-year project all about the 2016 Vision. We will keep the New

Normal Project in front of people, and by doing so will keep the vision fresh and alive in front of people for the entire 24 months.

May 2011	NNP.com mini-campaign	<ul style="list-style-type: none"> Enhance NNP.com to target outside GCC. Set up mini-buckets.
Jun 2011	Introduce Ron V to congregation	<ul style="list-style-type: none"> Connect this hire to the NNP. Let people know this is one of the first results of their giving.
Aug 2011	Ground-Breaking for Commons	<ul style="list-style-type: none"> Entire crowd gathers around perimeter of new commons with shovels or stakes (?) after every service. Not too late to get involved—commitment cards. Possibly let people designate money that weekend to NNP for a certain portion of project.
Sep 2011	Online connection piece	<ul style="list-style-type: none"> Connect this “win” to the New Normal Project. FamilyLife Blog, Experiencing God All Church Study
Oct 2011	Generosity Retreat	<ul style="list-style-type: none"> Similar to what we did in May 2010. This isn't specifically tied to NNP, but we take time at the retreat to give an update on the NNP and say thanks.
Oct 2011	Begin construction on Playground	<ul style="list-style-type: none"> Possibly tie in a dollar amount (i.e. when we receive X\$ for the NNP, we will start building the playground). Early preview of quarterly insert, playground construction begins
Nov/Dec 2011	Christmas Offering	<ul style="list-style-type: none"> Encourage families to get caught up or ahead on pledge. Others can get involved for the first time. Ideally, entire Christmas Offering would be designated for NNP, and we use the first portion to pay for the food drop (or equivalent).
Feb 2012	Preschool Registrations begin in March	<ul style="list-style-type: none"> Tie this announcement to the NNP.
Apr 2012	Dedication for Commons	<ul style="list-style-type: none"> Final minutes of the service take place standing in the Commons with a prayer of Dedication. Offer a 1-year pledge card –it's not too late to get involved.
May 2012	Generosity Retreat	<ul style="list-style-type: none"> This isn't specifically tied to NNP, but we take time at the retreat to give an update on the NNP and say thanks.
May 2012	First-class playground opens as community gift	<ul style="list-style-type: none"> Cover this widely with news releases. Tie it to the NNP.
Aug 2012	Dedication for Preschool	<ul style="list-style-type: none"> Take time in each service for a prayer of dedication for the staff and teachers of the preschool. Perhaps tie a goal to the opening (i.e. we've already received X\$ for the NNP. When we reach the next level of X\$, we will be able to completely pay for the cribs/supplies/whatever for preschool opening.)
Nov/Dec 2012	Christmas Offering	<ul style="list-style-type: none"> Encourage families to get caught up or ahead on pledge. Others can get involved for the first time. Ideally, entire Christmas Offering would be designated for NNP, and we use the first portion to pay for the food drop (or equivalent).
Jan 2013	Begin events for New Project	<ul style="list-style-type: none"> One of our first meetings is with those who attended the recent Generosity Retreats.
Apr 2013	New 24-month Project begins	

Communication Touchpoints

- The Feed
- Quarterly inserts
 - Rollup from earlier email drip campaigns
 - Every quarter? Design and insert a 1-page NNP update in the weekend program and online.
 - 2011: July, October
 - 2012: January, April, July, October
 - 2013: January
- Future drip communication
 - New hires (Chris Whitmire)
 - 10 things to celebrate
 - Dollars & cents or by the numbers updates
 - how many kids in the community are going to be impacted
 - project particulars
 - how many people we're going to employ
 - landscapers
 - painters
 - hours/volunteers
 - how many miles of cable and volts of electricity
 - preschool how many jobs will be created
 - how many cans of paint
 - how many cities we're in
 - how many people we've trained
 - project updates
 - Without you, 50 kids will miss out on camp this summer
 - Dave's quarterly statements (online—only year end will be mailed)
 - Give up on the new normal project (expensify sample)
- Web site
 - FB/Tweet when updates
- Mini-campaigns/giving goals.
 - Celebrate progress to emphasize giving matters to pledgees and create on-ramps for new people to get involved (see chart on page 1 & 2)
 - Dave/Daryl. What would be involved to change the "how we doing" from pledge progress to how much has been given progress?
- Analytics
- Photos/video
 - construction updates
 - event photos
 - web cam
- Story
 - Annual report?
 - Quotes from people who donated/pledged
 - Quotes from people who benefit from the ministry

- Camper
- Parent
- Monroe circle
- Business leader