

# SCOTT VAUGHAN

## Executive Communications Review Summary

Reviewed communication methods and messages for Bethesda Lutheran Church:  
Current review vs. findings and recommendations from April 2018  
includes current large-scope recommendations

In 2018, I recommended a **WAYFINDING** project related to property signage – from the exterior roadside sign through the church property to small signs on specific rooms. I encouraged the church to see this project as a better way to serve guests. In reviewing photographs, it doesn't appear this project has been undertaken. Again, I list it as a recommendation.

As in 2018, the church continues to use the message of '**GATHER . . . GROW . . . GO.**' I recommend seeing these as three buckets and organizing events and ministries for each bucket. Then, rework the website to communicate these three buckets. I think that will encourage disciple-making because members—and guests—will begin to see that these three words are more than words. They are purposeful.

I understand the church is now a **RECONCILING WORKS** partner and advances the church as open and affirming the LGBTQIA+ community. Except for the messaging of inclusion (that needs some adjusting in some areas of communication), I don't see how the church is working to draw the LGBTQIA+ community. That will be important, or it just becomes another form of Christian rhetoric.

I commend the church for two improvements since our work together in 2018. First, the **WEBSITE** is much better today and needs a tune-up. Second, the church is now using **CONSTANT CONTACT** for its bulk e-mail distribution, which allows segmentation of e-mail to groups and tracking open and click rates. More information is now available as research. I also commend the church for its great use of **FACEBOOK**—energetic and robust.

Like the Reconciling Works involvement, I see the church positioning itself to **WELCOME IMMIGRANTS & REFUGEES**. I only really saw the promotion of this in the *Wellspring* magazine. So, communication of this initiative will need to be more assertive, especially through the website and social media.

Your next frontier in communication is **VIDEO**. It's going to be very important for you to invest in all you need to have a simple in-house studio for video testimonials, event commercials, Sunday morning announcements. Covid-19 pushed us all into streaming investments, and now people expect more digital communication by video.

### Detailed Recommendation Summary

#### **BRANDING**

Bring all messaging under Gather, Go, Grow

Be color conscious (BLUE)

Design new, more relevant and visually-stronger logo/icon image and specify any tagline(s)

#### **WEBSITE**

Streamline and revise website to accommodate all the above, with strong forms for participation and volunteering

#### **WAYFINDING**

Implement updated branding with professional planning of outdoor AND indoor wayfinding, including replacing monument sign on front (east) lawn

Remove all bulletin boards in Faith & Life hallway—replace with Movie Poster frames and event/purposeful programming-driven inserts (break the silos . . . focus on cross-board/ministry church projects!)

#### **NEW MEMBER vs. GUEST INTERACTION**

Determine intentional follow-up action with each group (they are very different)

Bethesda needs stronger GREETING at worship and events, to welcome guests and capture CONNECT info

#### **QUARTERLY MAGAZINE**

Far too copy-heavy

Needs new, more relevant layout