

**TO:** Church Council Members

Pastor Steve Gedon

**FROM:** Hospitality Team

Jennifer Fenton, Team Chair

**DATE:** Monday, March 9, 2009

**REASON:** FUMC Evangelism and Outreach

**REQUEST:** Financial assistance

**PROPOSAL:** Purchase billboard space

**I. PURPOSE**

- A. Introduce the church to a larger audience
- B. Evangelism and outreach during tough economic times

**II. LOCATION**

- A. Boaz, Route 14
- B. Visibility for those returning to Williamstown and Marietta

**III. TIME FRAME**

- A. Three months
- B. Tentatively scheduled to begin in August

**IV. COST -- \$2000 approximately**

**V. MEASUREMENT OF SUCCESS – any or all of the following recommended by Mr. Tom Bandy during November 2007 FUMC Assessment**

- A. Numerical
  - 1. Increase in church attendance (registration of at least three visiting individuals or families)
  - 2. Increase in church membership (at least one individual or family)
- B. Positive affirmation from people viewing the billboard
  - 1. Word-of-mouth – "I saw your billboard...."
  - 2. Phone conversation – "By the way, I saw your billboard...."
  - 3. Written communication (letter or note) – "I was driving down Route 14 and saw your attractive billboard and decided to visit your church last Sunday...."

**VI. RESOURCES**

- A. Mr. Larry Hominsky
- B. *Igniting Ministries*
  - 1. Pre-packaged billboard images
  - 2. Assistance in editing image

**VII. CHALLENGES**

- A. Determining what image of the church to portray
- B. Deciding what to say about the church
- C. Learning how to edit the pre-packaged billboard image

**VIII. FUTURE OUTREACH AND EVANGELISM**

- A. Television commercials
- B. Additional billboards