

“...man looks at the outward appearance,  
but the Lord looks at the heart.”

1 Samuel 16:7

We help ministries get ready to go out in public.

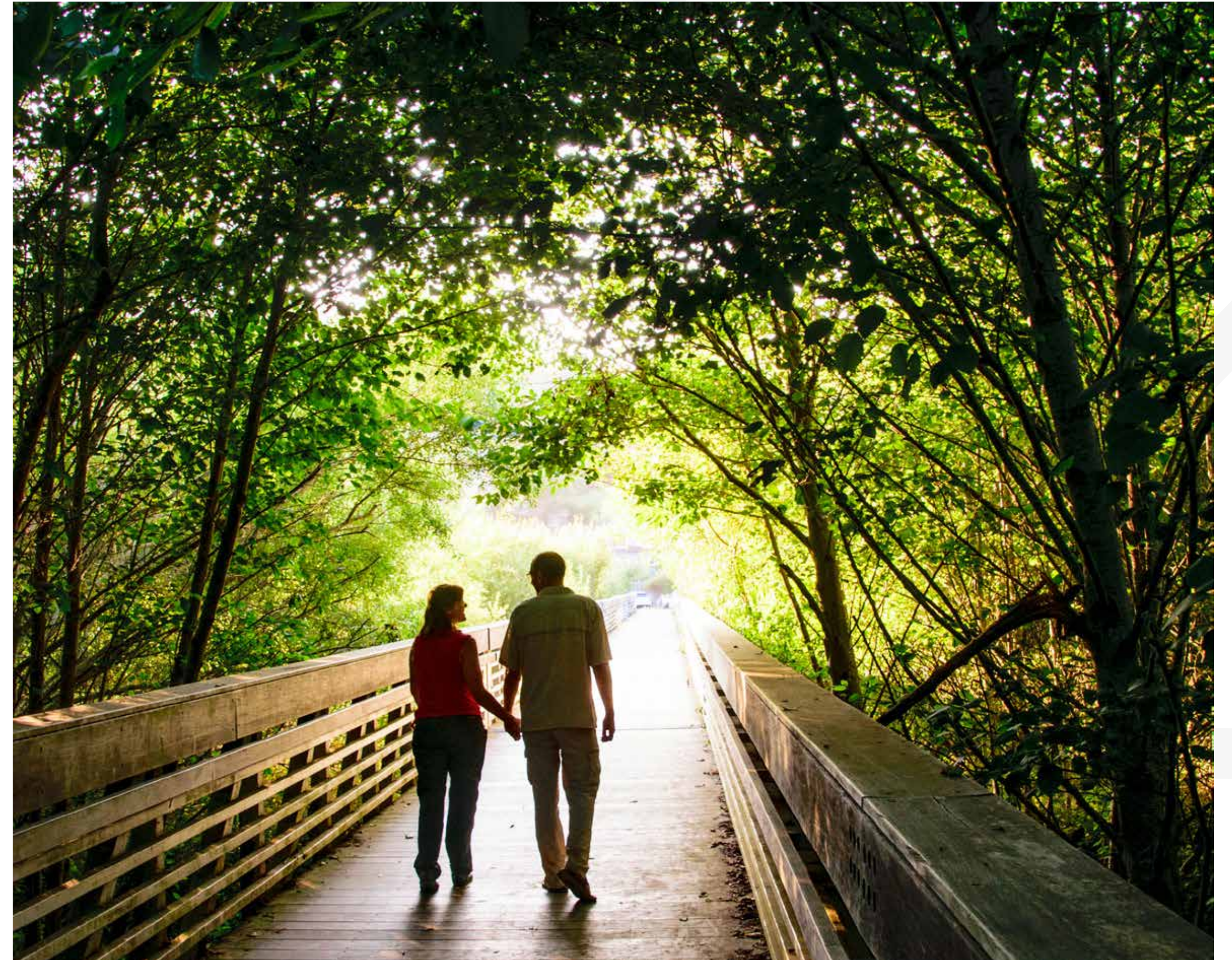


What's at the heart of your ministry?



## The Vision:

Do you believe in it? If God called you to it, He will provide. Don't fight for God's promises nor shame others to supply for it. Obey and be patient.





# The 3 “i”s

(and in this order)

## **INSPIRE:**

Draw people in. Emotional language. Powerful quote.  
Heartfelt photo. Intrigue. Pique curiosity.

## **INFORM:**

Context. The Who, What, Where, and How. Background. History.

## **ENGAGE:**

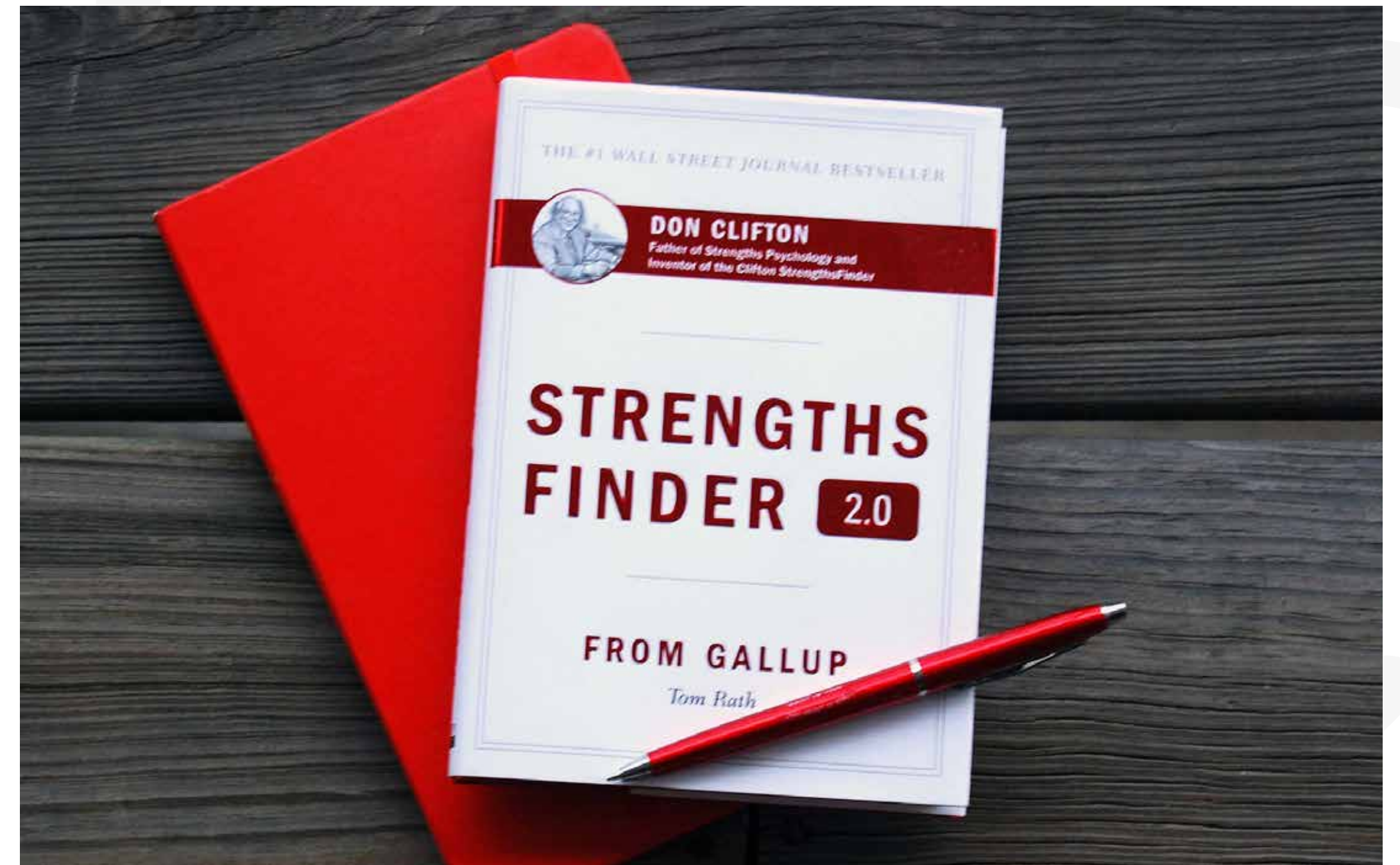
Invite participation. Help the reader see themselves as part  
of the solution. Clear action steps.

# Finding Strengths

- Discern what you've got
- Knowing and/or seeking what you're not

## The 34 Strengths

- Achiever
- Activator
- Adaptability
- Analytical
- Arranger
- Belief
- Command
- Communication
- Competition
- Connectedness
- Context
- Deliberative
- Developer
- Discipline
- Empathy
- Fairness
- Focus
- Futuristic
- Harmony
- Ideation
- Inclusiveness
- Individualization
- Input
- Intellection
- Learner
- Maximizer
- Positivity
- Relater
- Responsibility
- Restorative
- Self-assurance
- Significance
- Strategic
- WOO





## The 30-Minute Rule

If it takes more than 30 minutes, employ technology or a specialist.





# The Matrix

Functions and tools that make up an effective communications department. Robust, comprehensive, and ever-expanding—never complete.

Branding		Text Content		Multimedia Content		Correspondence		Digital Footprint		Stationery & Literature		Campaigns		Accounting		Events		Tools		Annual Planning		Equipment		Marketing		In-Person Advocacy	
1	Naming your org	1	Org mission, vision, summary statements	1	Overall intro flagship pieces	1	Online forms development and responsiveness	1	Channel Branding YouTube	1	Envelopes: #10, BRE 6.76, 9x12, etc.	1	Goals and timelines	1	Planned giving via wills, trusts, etc.	1	Promotion via Multimedia channels	1	Canva design and layout	1	End-of-year planning	1	Internal numeric inventory system: (##-####)	1	Constituent list growth	2	Associations
1	Establish & define emotional tone	1	Writing system	1	General static and downloadable resources	1	2-way email "customer service"	1	Broadcast email templates (1-way)	1	Static promotional resources: brochures, folders, rack cards	1	Prospective audience lists	1	Implementation to website	1	Purpose or goal to be achieved	1	InSightly constituent database cloud service	1	Publication cycles	1	Lapel wireless microphone	2	Denominational partnerships	2	Networks
1	Logo design in versatile formats	1	Proofreading policy and process	1	Photography process, organization, and training	1	Gift thank yous and acknowledgments	1	Social media: account names and handles	1	Business cards for staff and official advocates	1	Giving options unique to the campaign	1	Acknowledgment and receipting	1	Audience segmenting	1	Broadcast email service (1-way) MailChimp, Constant Contact, etc.	2	Reporting on the past year	1	External hard drive storage with backup drive protection	2	Networks of missionary, clergy, etc.	2	Churches
1	Official org fonts	1	3-5 Inspirational flagship articles	1	Video process, organization, and training	1	Scheduled touches digital and print	1	Search engine optimization (SEO) basics	1	Branded blank note cards and envelopes for thank yous	1	Campaign-specific Multimedia resources	1	eGift processing partner	1	Food: audience appropriate	1	JotForm or other embed-friendly forms	2	Holidays worth noting	2	Desktop color laser printing and scanning	2	Social media paid ads	2	Community events
1	Official color palette	2	"Web hawk" (post-production proofreading)	2	Script development	1	Constituent database administration	1	Website and landing pages	1	Publications: monthly, quarterly, etc. of org updates	2	Letters explaining the vision and need	1	Budgeting	1	Timing etiquette of advanced notice and reminders	1	Print service partners: local and budget	2	Intenal forecast of campaigns	2	Tripods	2	Organization partnerships	2	Conventions
1	Choose a website domain	2	Scheduled reminders of expiring content	2	On-brand art-direction	2	Followup to constituent and colleague introductions	1	Social media post and article drip	2	Standard letterhead with optional 2nd page version	2	Campaign mailers and inclusions	2	Giving method trends peer-to-peer, etc.	1	Giving options enabled	1	Photo offline storage: Synology, etc.	2	Promo in conjunction with national or other affiliate programs (Orphan Sunday, National Day of Prayer, etc)	2	Audio recorder: Zoom mic (hardware brand, not the meeting platform), etc.	2	Radio ads, interviews, syndicated spots, and sponsorships		
1	Style Guides - default and in-house	2	Organized archives of articles, blogs, posts	2	Specific campaign and project content	2	Specific solicitations	2	Channel branding Rumble	2	Reports: annual or board reports may need special attention	2	Thematic campaign development and branding guides	2	Annual end-of-year reporting	1	Dynamic speaker considered	1	WordPress: internal and/or external	2	Special occasions worth recognizing	2	Equipment check-in check-out system	2	Rented snail and email lists		
		2	Multimedia descriptions and branding	2	Editing process and training	2	2-way phone "customer service"	2	Channel branding Vimeo	2	Internal: organizational file structure system (##-####)			2	Legacy recognition options for gifts of certain amounts	1	Follow up to attendees	1	Stock photography: UnSplash, Pexels, etc.	3	Publicize forecast of the coming year	2	Primary and fill lights	2	Website affiliate and paid placements: Google AdWords, etc.		
		3	Press releases	2	Voice talent for your org	2	Thank you card rotating designs or renewed regularly	2	QR code management	2	Print vendor relationships			2	Pledge administration and followup	1	Table hosts or event advocates	1	Time tracker: ClickUp	3	Notable anniversaries	3	Teleprompter hardware camera tablet mount	2	Engagement directly on others' social media and blog content		
			Writing		Internal asset organization:		Voicemail and tree		Email signature						Text to give		Venue: audience		Website builder platform:				Shotgun		Merch: pens, apparel, etc.		

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		3	Writing submissions to publications	3	Internal asset organization: general vs project-specific assets	2	Voicemail and tree scripts and recording	2	Email signature branding					2	Text to give options	2	Venue: audience appropriate	1	Website builder platform: WordPress, WIX, WebFlow, etc.			3	Shotgun microphone	2	Merch: pens, apparel, drinkware, chotchkie, etc.		
						3	Followup to gifts (reporting on progress to promoted campaigns)	2	Social media: paid placements boosts					2	Credibility seals and endorsements	2	Table assignment administration	2	Adobe			3	Gimbal gyroscopic camera mount	2	Signage both indoor and outdoor		
						3	Real-time chat integrations	2	Social media: interactions and surveys					3	Reporting on progress to promoted campaigns	2	Sponsors to underwrite various elements	2	Email, calendar, document, and more collaboration: Google Workspace (free for nonprofits) domain-centric			3	Drone for aerial and indoor fly-throughs	2	Business underwriters and sponsors		
								2	Social media: subscribe, follow and like promotion							2	Registration and confirmation systems in place	2	Video conferencing: Zoom, etc.					2	Segmenting: compassion trigger documenting		
								2	Social media: post and article drip							2	Theme and emotion	2	Social media management: Hootsuite, Agorapulse, etc.					2	Broadcast texting		
								3	Search engine optimization (SEO) advanced							2	Media capture for highlights or playback	2	Video and photo collaboration editing: Wipster, etc.					2	Constituent analytics: source, triggers, connections, capacity, etc.		
								3	Social media: Reciprocating orgs and affiliates							2	Auctions and gimmicks: audience appropriate	2	Electronic payments: Square, SumUp, Zettle					2	EDDM mailings for geographic snail mail promotion		
																		2	Photo cloud storage: Google, Zenfolio, Amazon, etc.				3	Influencer partnerships			
																		2	Teleprompter App				3	Endorsements by leaders in your industry or notable			



- Branding
- Text Content
- Multimedia Content
- Correspondence
- Digital Footprint
- Stationery & Literature
- Campaigns
- Accounting
- Events
- Tools
- Annual Planning
- Equipment
- Marketing
- In-Person Advocacy



# Branding

- Consistency is key
- Brand and style guides...
- Writing rules...
- Photo styling...

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D A M A S C U S   W A Y

# Brand Guide


Make sure the team knows the rules to the game.

Simple one-pager or 30+


Official Branding Guide: Go Multiply

Full logo at 100% scale: 1.5" wide


Smallest printable size to include Title: .625" wide




GO MULTIPLY



GO MULTIPLY



GO MULTIPLY




GO MULTIPLY

Use white when overlaid on green, purple or other colors that do not contrast well.

Use color logo with white title on backgrounds that are black or have 90% coverage or more.

Full logo at 100% scale: 1.5" wide

Color Palette



PMS: 376  
#7AB800  
CMYK: 34/0/100/28






PMS: 366  
#BDE18A  
CMYK: 06/0/39/12

PMS: 2603  
#6E2585  
CMYK: 17/72/0/48

PMS: 2573  
#B382C7  
CMYK: 10/35/0/22

PMS: BK  
#000000  
CMYK: 0/0/0/100

QR to: <https://www.Gomultiply.org>



Fonts

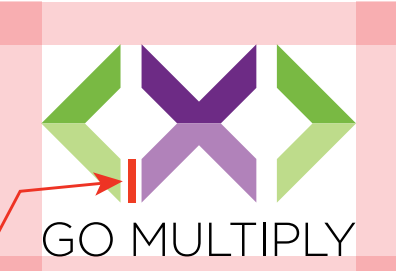
Gotham Black: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Gotham Light: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

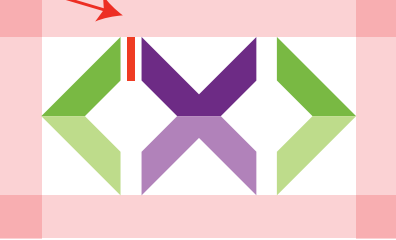
Gotham Book: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Avoid Gotham Bold

Cautions




GO MULTIPLY




GO MULTIPLY

"The "gap-height" is key to letting the logo breathe."


Don't crowd the logo with the edge of a page, graphic element or text. Always let the logo "breathe" with at least a margin of: the height of the "logo gap".



GO MULTIPLY



GO MULTIPLY



Go Multiply


Do not use shadow-bevel-emboss effects. (Slight shadow ok if contrast needed over a photo.)


Do not alter the colors. Even within the official color palette.

Do not use another font with the mark. Even within the official font suite.

design by

Outward Heart



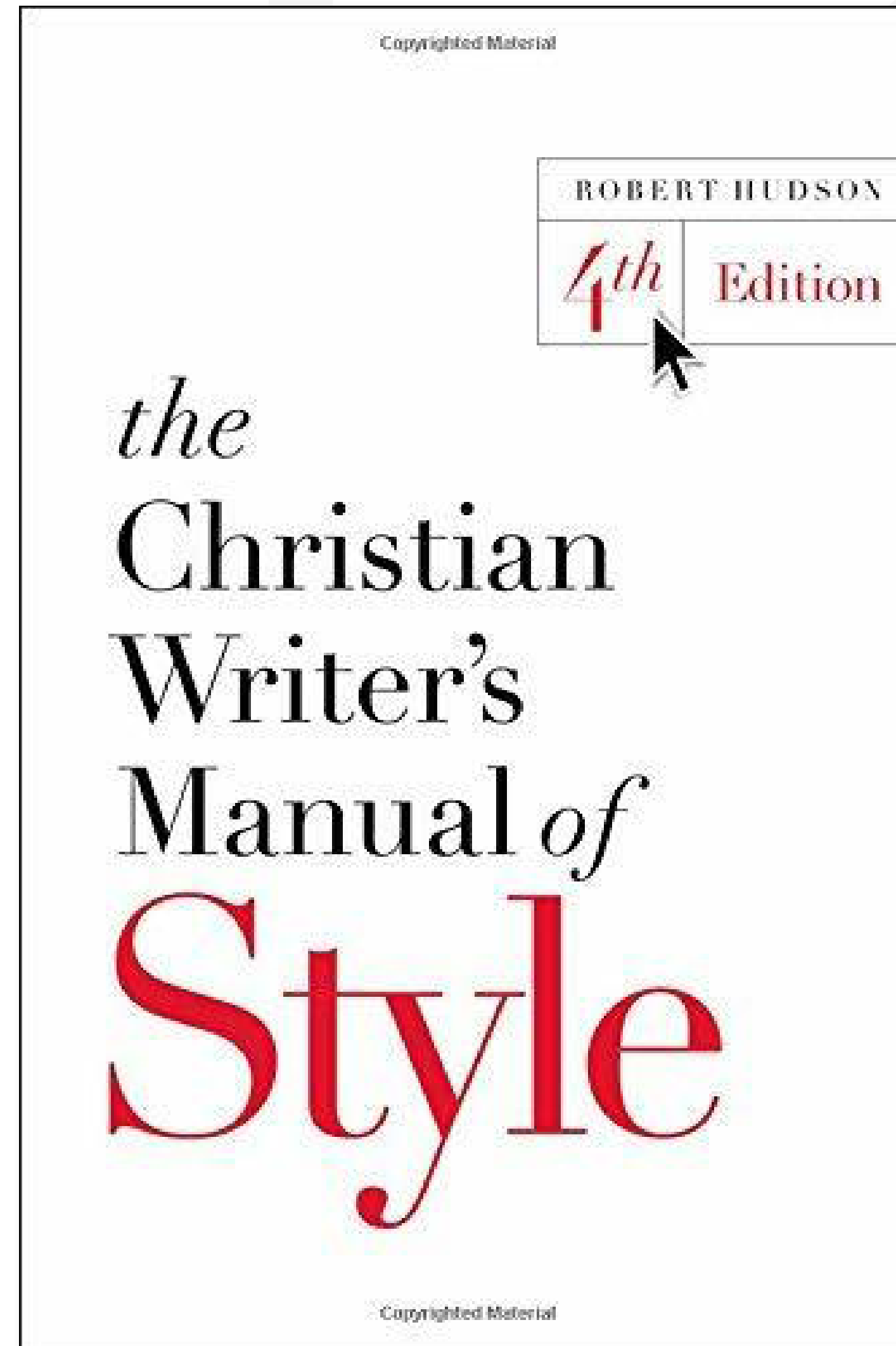


What's at the heart of your ministry?



## ***Writing Rules***

- Have a default
- Establish and grow your in-house styles and exceptions





# Photographic Style

Consistent treatment can unify widely-diverse subject matter.



# Photographic Style

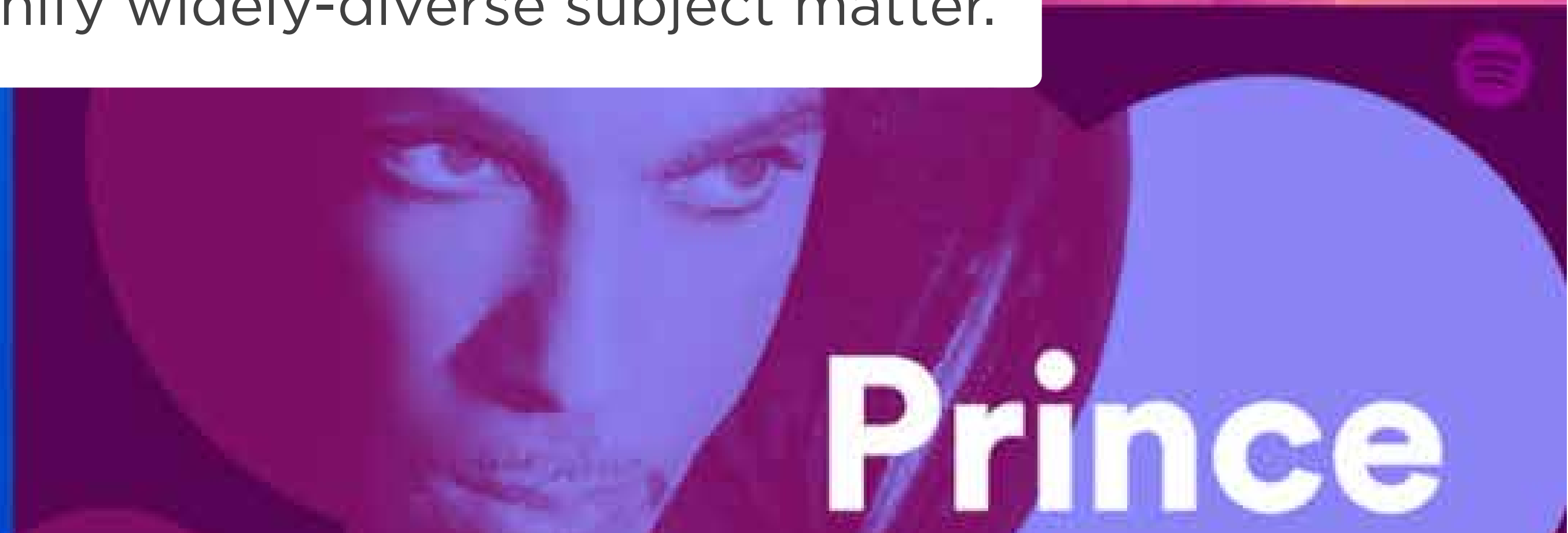
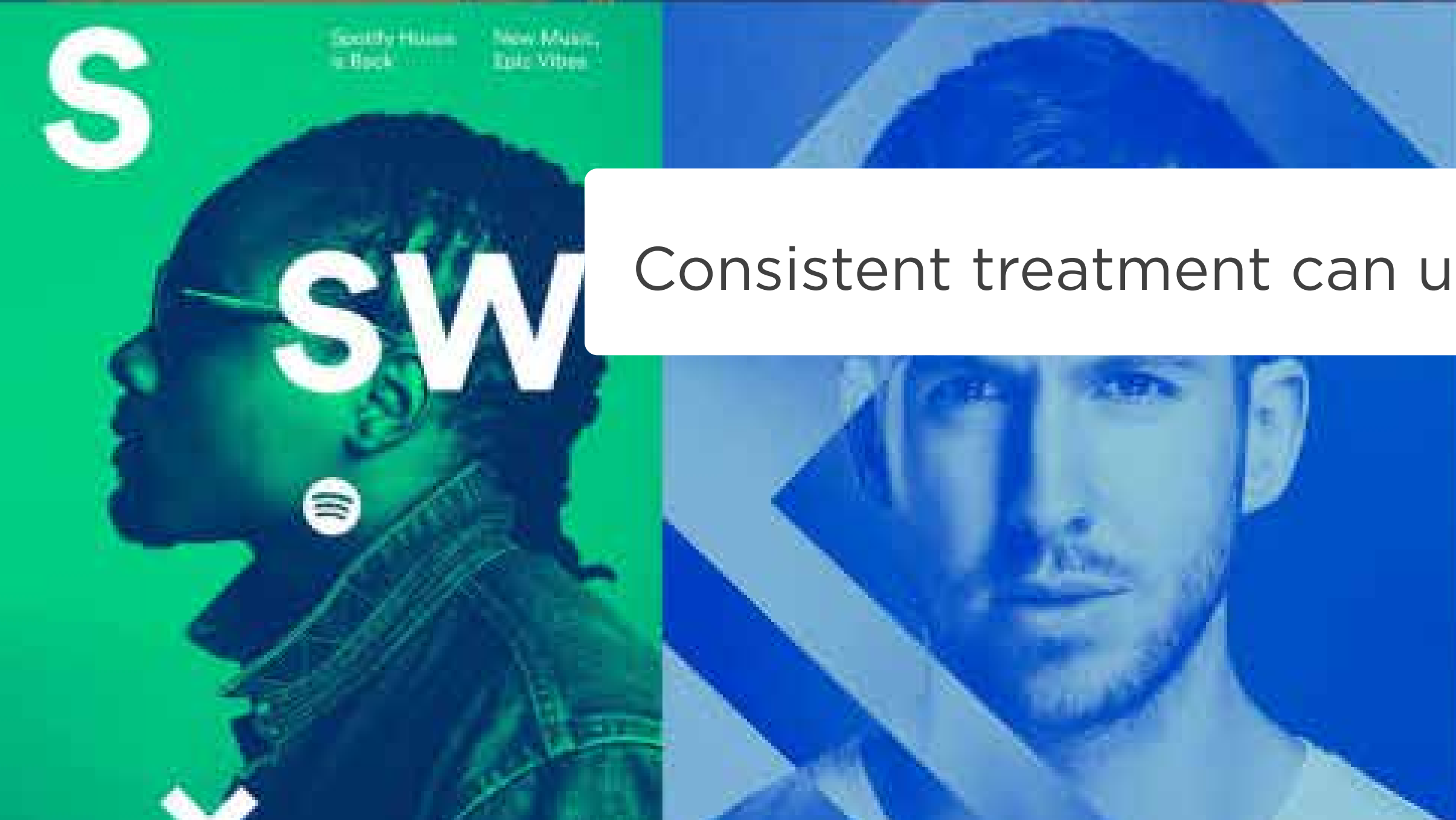
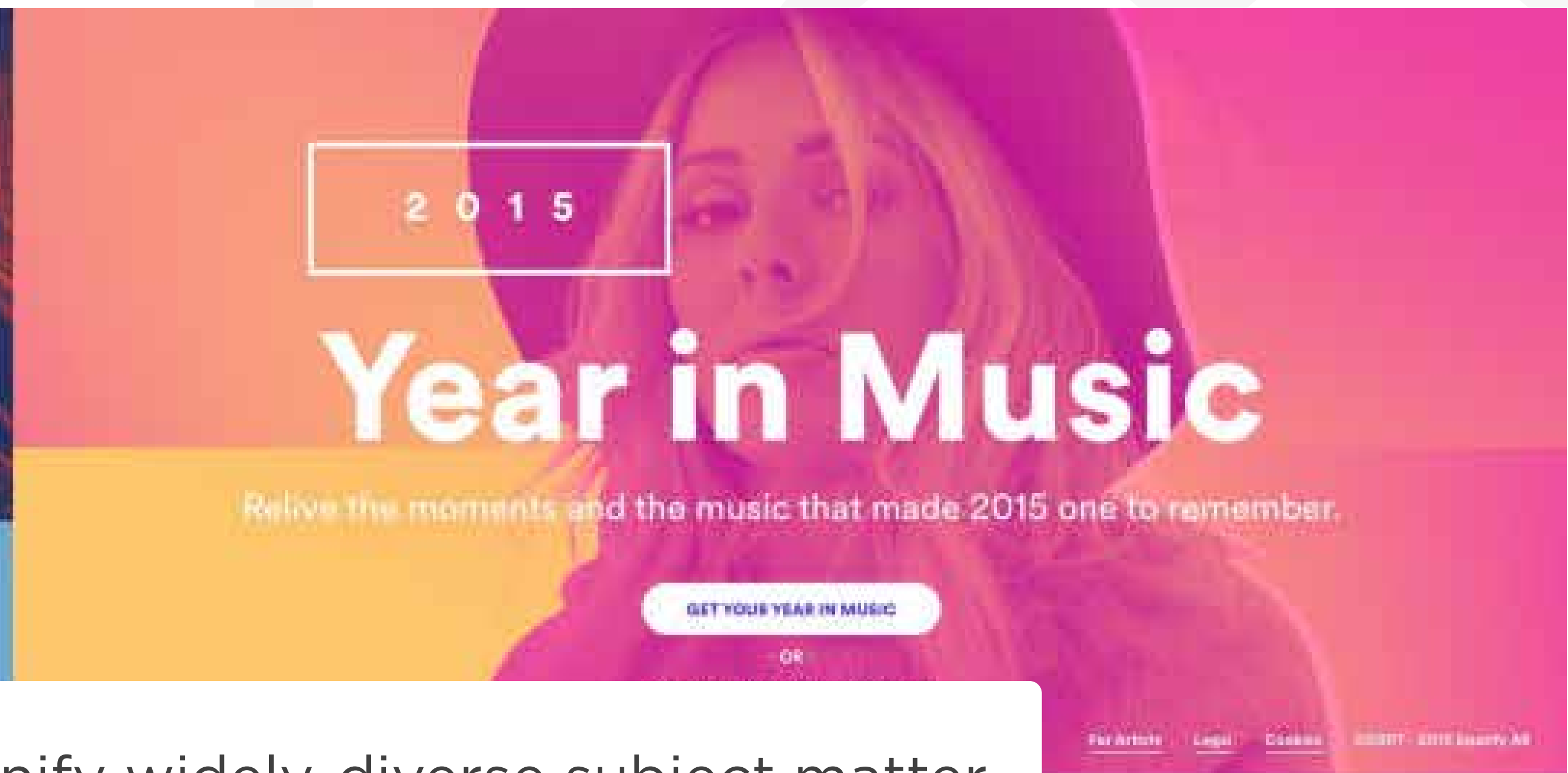
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# Photographic Style

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# Text Content


- Org mission, vision, summary statements
- 3-5 inspirational flagship articles
- Proofreading policy and process
- The 3 “i”s



Outward Heart

Proofreading Digest - Updated Monday Mornings

Publish Deadline	Client	Doc Name	Link
5/20	Be Still	Be Still: Clickbait	<a href="https://docs.google.com/document/d/12rCrSXJeURJMSecEu4LkBaKF1AvR0AKLMipKLXpbdY4/edit">https://docs.google.com/document/d/12rCrSXJeURJMSecEu4LkBaKF1AvR0AKLMipKLXpbdY4/edit</a>
LIVE	Samaritan's Heart	Samaritan's Heart: 2540S blog	<a href="https://docs.google.com/document/d/1UqewxT3Rzul7XCziOc152kWF8FagsMM6kyHjPIYbZw/edit">https://docs.google.com/document/d/1UqewxT3Rzul7XCziOc152kWF8FagsMM6kyHjPIYbZw/edit</a>
LIVE	Outward Heart	Outward Heart: Style Guides	<a href="https://docs.google.com/document/d/1BaXegk73eiihgA-WWfB_cKxMgZKddnEgWYHqTFuADo/edit">https://docs.google.com/document/d/1BaXegk73eiihgA-WWfB_cKxMgZKddnEgWYHqTFuADo/edit</a>
LIVE	Go Multiply	About Us	<a href="https://docs.google.com/document/d/1JamaKzen2ocjsbw4ZLXeFA_gt-b91DA8-yFhrbitjY/edit">https://docs.google.com/document/d/1JamaKzen2ocjsbw4ZLXeFA_gt-b91DA8-yFhrbitjY/edit</a>




Outward Heart

Writing Guide: CWMoS Website: [OutwardHeart.org](http://OutwardHeart.org)

Publish Deadline	Type of Content	Client	Summary	OK as is or with noted suggestions.			
LIVE	Web	Outward Heart	<a href="#">Website content as a client resource.</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Resources: Style Guides  
If you're creating anything... yes, anything, you need a style guide. A style guide will establish a system of defaults and styles within your organization that govern a wide range of subjective—and some objective—ways you describe, spell, design, punctuate, or even refer to God and concepts of faith and theology.

In some areas, you may think it's no big deal, or there is no right or wrong way to indicate 2PM vs 2:00 p.m. Well, how about referring to The Comforter vs the Spirit of the Lord. You may say well that depends



Dave Wied

10:43 AM Today

Edit list: checked state



# Multimedia Content

- Video
- Channel platform strengths
- Photography
- Intros and outros





# Correspondence

- Timeliness
- Constituent database administration, Constituent Relationship Management (CRM)





## **Digital Footprint**

- Consistency across social media and account platforms
- Video channels
- SEO basics
- Website

## ***Social Media***

- Post and article drip
- Schedule ahead of time and proof so content is quality
- Interactivity is powerful. Ask questions & use for recruiting.
- Paid placements need to be closely monitored

# Stationery & Literature

- Standard needs
- Organizational system 03-123  
(03=brochure 123=specific brochure)...





01-ads

02-stationery

03-brochures

04-newsletters

05-posters

06-special projects

07-multi-media

08-thank yous

09-invitaciones

10-empty

11-empty

12-CD-DVD

13-empty

14-annual report LHI

15-LHI Business Plan

16-sponsorship

17-empty

18-video projects

19-empty

03-102 Lasting Hope Rack Card

03-103 2017 Dinner Event Programs

03-104 2017 Dinner Giving Card

03-105 Servant Refuge Project Flyer

03-106 LHI Giving Card Gen

03-107 Crossroad

03-108 LHI C

03-109 V

03-110 FRASES

03-111 LISH

03-112 PANOL

03-113 erio

03-114

03-115

03-116

03-117

03-118

03-119 G

03-120 EV C

04-045

04-046 LHI Rea

04-046 Partner Clos

04-047 Gomez Summer

04-048 LHI Partner Closeup

04-049 LHI Reach 2018 Sept

04-050 LHI Reach 2018 Decem

04-051 Partner Closeup 2018 Q3

04-052 Lasting Hope Update 2018

04-053 LHI Reach 2019 March

04-054 Partner Closeup 2018 Q4

04-055 Partner Closeup 2019 Q1

04-056 LHI Reach 2019 June

04-057 LHI Reach September 2019

04-058 Partner Closeup 2019 Q2

04-059 LHI Reach 2019 Decem

04-060 LHI Partner Closeup 2019

04-061 Lasting Hope Updat

04-062 LHI Reach 2020 M

04-063 LHI Partner Cl

04-064 LHI Partn

04-065 LHI

04-066







# Campaigns

- Goals
- Specific audience
- The 3 “i”s
- The ask



# Accounting

- Processor integration and implementation
- Planned giving
- Don't give up on old-school methods for giving
- Credibility endorsements and registrations: ECFA, NCF, etc.



DONATE NOW



Give Online Now

GIVE

CLICK HERE TO MAKE  
A DONATION





# Events

- Can be a make-or-break for impressions and precedence
- Always over-deliver
- The speaker matters
- Table hosts will fill a room much faster than individual tickets
- ~8:1 ratio of invite to attendee; improves over time to maybe 5:1...
- The 3 “i”s







## Tools

- Time tracker such as ClickUp
- Bulk emailing service: Mailchimp
- CRM such as InSightly, Salsa, etc.
- Media: WordPress, Synology, Google, etc.

Synology®

ClickUp



mailchimp

insightly



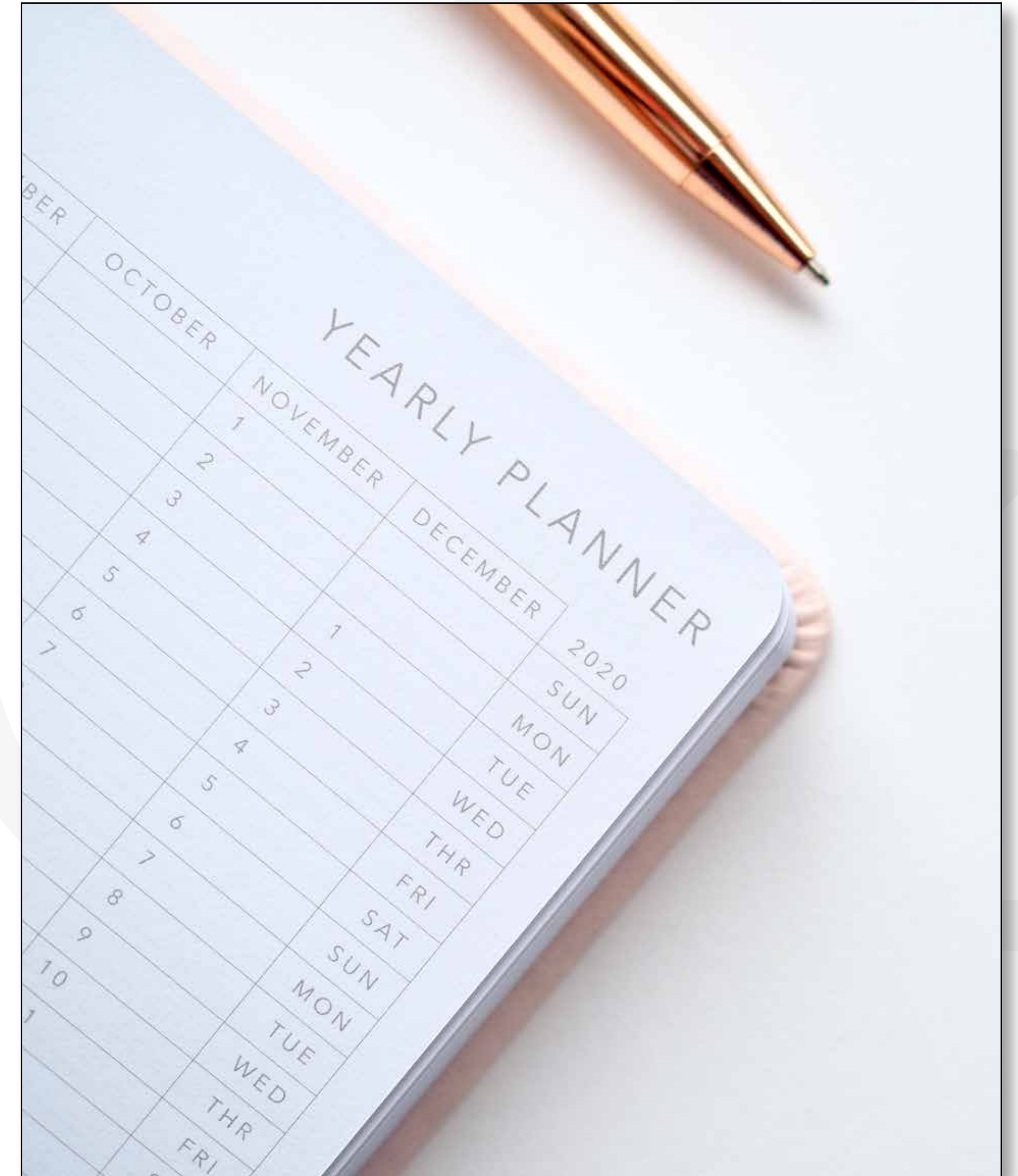
WORDPRESS

Google



# Annual Planning

- Themes/focal seasons: allow for 3-5 touches per theme
- EOY campaign: 70-90% donations



# Equipment

- Tripods, gimbal, wireless lapel mic. etc.
- Hard drives: Synology system
- Stewardship 101
- Organizational system 01-004...  
(01=camera 004=specific camera)

02-045





	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Item Code	General Description	Specific Description	Where is it?	Price Paid	Owners Manual Location	Web link	Warranty	Date purchased	Who Received	Estimated replacement date	Date Reviewed	Condition	Date retired	Serial #	Labeled
2	00=Audio, 01=Camera, 02=Video, 03=Design, 04=Memory/Storage, 05=Other															
3	00=AUDIO															
4	00-001	Microfono Amb	JVC Negro (a	Media Closet #1	\$129	File cabinet #1	https://www.bhpl	90-days	8/2/2019	Larry	9/7/2019	5/2/2022	Fine		-	Yes
5	00-004	Radio Midland	Midland 1 Ne	Media C		File cabinet #1	https://www.bhpl	2 years	4/3/2022	Nancy	5/9/2022	5/2/2022	Button missing, f		-	Yes
6	00-005	Radio Midland	Midland 1 Ne				https://www.bhpl	5 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Strap is frayed		-	Yes
7	00-008	Cargador Radi	Midland	010		Audifonos	https://www.bhpl	12 months	8/2/2019	Larry	9/7/2019	5/2/2022	Zipper bag is tor	2/8/2022	-	Yes
8	00-009	Cargador Radi	Mid				https://www.bhpl	90-days	4/3/2022	Nancy	5/9/2022	5/2/2022	Fine		-	Yes
9	00-010	Audifonos					https://www.bhpl	2 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Button missing, f		RP-HT260	Yes
30	01=CAMERA															
31	01-001	Tripie SONY	01-001			Tripie SONY	Sony									
32	01-002	Tripie Ma	01-002			Tripie Manfrotto	Manfro									
33	01-003	Funda T	01-003			Funda Tripie M	Manfro									
34	01-004	Camara	01-004			Camara 7D Ca	Canon M									
35	01-005	Lente	01-005			Lente Canon 2	Canon M									
36	01-006	Carga	01-006			Cargador 7D C	Canon M									
37	01-007	Pila C	01-007			Pila Camara 7D	Canon									
65	02=VIDEO															
66	02-001	Cargad	02-001			Cargador Pila J	JV									
67	02-002	Cargad	02-002			Cargador 7D C	Canon M									
68	02-003	Cargador	02-003													
69	02-004	JVC came	02-004			Pila Camara 7D	Canon									
70	02-005	JVC Camera	02-005													
88	03=DESIGN															
89	03-001	iMac 27"	02-001			Cargador Pila J	JV									
90	03-002	iMac 27"														
91	03-003	Mac Mini	02			Cargador Pila										
92	03-004	Mac Pro														

# Marketing

- Grow your audience
- Segmenting your audience:  
Compassion triggers, past activity
- Content is king - resources and  
even discipling your audience
- The 3 “i”s
- Social media





# In-Person Advocacy

- Get your go-getter out there!
- Conventions, networks, churches



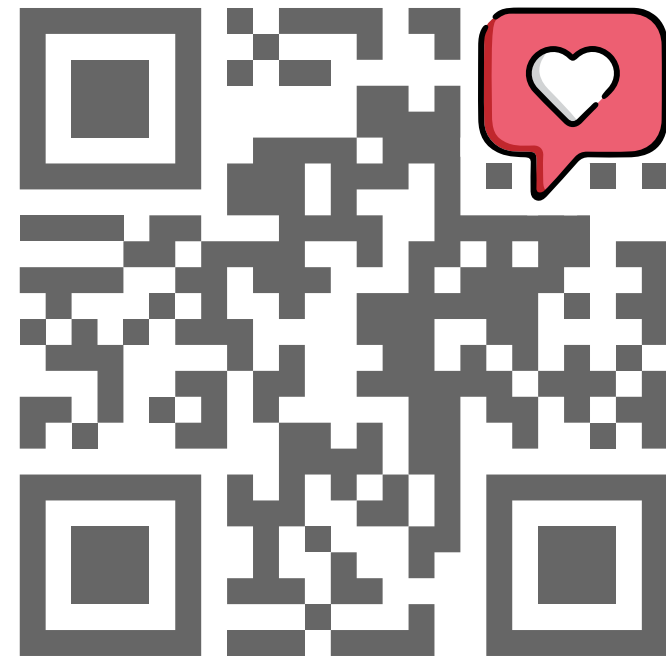
## **Remember:**

God will equip you for that to which He called you.

If that is not you, but rather your organization, you must have faith in the foundational vision.

If not, you are likely to be an obstacle to the goals being reached. Nothing can hamper progress like doubt or desperation.





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