

Development; Arvid Olson's Key Initiatives – 2017

Signature Ideas are Noted in Burgundy-Italics

- 1. Foster the fundraising of \$500,000 for the development and ongoing program support of the Eastside Community Center under the guidance of Pastor Viars.**
 - a. Coordinate efforts with Jeff Kessler and others to maximize efficiency.
 - b. Focus on funding from corporations, corporate groups, and foundations.
 - c. Work to create long-term relationships with the above to ensure financial viability.
 - d. Assist in brand communication, media materials and public relations as directed.
- 2. Assist Faith Church pastors in communicating *In Christ Alone* throughout congregation and among visitors.**
 - a. Assist pastors in making *In Christ Alone* relevant; grow involvement across all communication platforms.
 - b. Foster church ministry donor development through the new web-based Arena software.*
 - c. Complete 2017 FC Bulletin and develop *In Christ Alone* materials as needed. All quarters.
 - d. Assist in the communication and public relations of special events and special message series. All quarters.
 - e. Work on brand management, production excellence and fiscal management. Continue to improve our Parish Outreach advertising and marketing. All quarters.
 - f. Assist in effective large event outreach:
 - a. Assist Pastor Kjaer in the development, design, marketing and the production of the new 2017 Passion Play.
 - b. Work with Pastor Kjaer to design a 15th scene for the 2017 Lafayette Living Nativity and Mandarin language print materials.
 - g. Assist Pastor Folden in the planning, marketing and expansion of the Spring and Fall Faith Community Institute. Goal is increase classroom enrollment by members and non-members.
 - h. Serve as Deacon for Faith Church
- 3. Assist Pastors and Deacons with the planning, communication and implementation of the 2018-22 Strategic Ministry Plan.**
 - a. Actively contribute to the efforts of the core SMP team
 - b. Assist in information gathering, tabulation and the production of the final SMP product.
 - c. Throughout 2017, assist in the continued communication of the 2014-2018 SMP and implementation of 2017 initiatives. All quarters.
- 4. Assist Pastors/Division Leaders in achieving individual brand, marketing, planning, and funding goals in 2017.**
 - a. Assist in the identification and implementation of tracking metrics to assist our diverse ministry in determining status, relative productivity and performance.*

- b. Assist Jeremy Vegter in positioning and promotion of our new web platform. Goal is to grow usage and awareness.*
- c. Assist Jeremy Vegter and Matt Westhuis in implementation of new Arena database in conjunction with rollout of new web platform. Goal is more robust usage for fund raising across all ministries.*
- d. Consider planning for the 2018 refreshing of our Faith Ministry brand identity*
- e. Assist Dave Arthur in the visual freshening of our Faith East main lobby*
- f. Revamp facility signage to be more user friendly & brand compliant at Faith East
- g. Provide brand management for all ministries and provide creative services oversight
- h. Provide public relations and external communications ministry-wide
- i. Oversee funding and community relations with government representatives and agencies

5. Assist Lori Walters and the Hub pastors in the growth of the Faith Community Development Corporation and the Hartford Hub.

- a. Provide public relations and marketing support for CDC initiatives
- b. Assist in growing web presence in order to communicate our efforts in the Northend
- c. Develop marketing, direct mail and narrowcasting to effectively communicate with Lincoln Neighborhood residents.
- d. Assist Lori Walters in the formation of a City of Lafayette Neighborhood Association.

6. Assist Pastors Greiner and Lees in development and public relations for Faith West.

- a. Support the housing census goals of the Faith West team for 2017-18 occupancy
- b. Provide support in public communication and community relations. All quarters.
- c. Plan marketing and promotion for community/ministry large events
 - i. Community Picnics
 - ii. Trunk or Treats
 - iii. New Year's Eve Spectaculars
- d. Assist in development of traditional and electronic communication for all aspects of Faith West. All quarters.
- e. Work to promote the Faith West brand and appropriate product extensions. All quarters.
- f. Develop marketing and advertising to build FW Fun & Fitness enrollment
- g. Work to integrate Faith West and East Fun & Fitness in order to reach budgeted goals

7. Assist Pastor Green in growing the brand, reach, and solvency of FBCM.

- a. Provide creative services to Rob Green toward a successful BCTC. 1st quarter.
 - i. Oversee the development of new category branding for FBCM/BCTC promotion. Develop new displays web promotion, presentation materials and literature.*
 - ii. Record, develop and implement the 2017 BCTC strategic planning preconference as an on-demand training tool for ministries.*
 - iii. Produce magazine advertising and e-blasts for the 2018 Conference

- iv. Assist in the expansion of the Spanish language track
- v. Assist in promotion and public relations during BCTC
- b. *Assist Pastor Green in the marketing of Faith Resources at the 2017 BCTC, online and at regional conferences.*
- c. Assist in development/marketing of Regional Training Conferences. All quarters.
- d. Assist authors and external publishers in the development and expansion of our literature
 - i. Prepare materials for successful conference bookstore sales
 - ii. Work with Electronic Communications on growing Internet book sales
- e. Support Rob Green in fund development and enhancing donor relations
 - i. Assist in the FBCM Friends Banquet on April 20; goal is \$70,000
- f. Assist in the continued development of Bethany Farms

8. Assist Scott Grass in growing the brand, reach, and solvency of FCS.

- a. Manage and expand funding opportunities for FCS. Cooperate with Scott and Denny in planning, sponsorship, communication, donor communication, and fund development for:
 - i. Friendship Celebration: \$56,000 (net)
 - ii. Eagle Day/Jogathon: \$46,000 (net)
 - iii. Eagle Scramble: \$16,000 (net)
 - iv. Eagle Auction: \$50,000 (net)
- b. Provide targeted marketing and communication assistance for enrollment using new and traditional media. All quarters.
- c. Assist in marketing and public relations to grow the FW & FE preschools
- d. Assist in public relations relating to alumni donor growth
- e. Support grant writing, major gift solicitation, legacy giving
- f. Provide community public relations
- g. Assist in special program marketing
- h. Assist in the planning, development and expansion of the FCS footprint
- i. Assist in increasing corporate support for FCS programs and events
- j. Assist the Administrator in Faith's school voucher program and the retention of this initiative
- k. *Assist the school in the development and marketing of the proposed Faith Christian Leadership Academy.*

9. Assist Pastor Greiner in growing the brand, reach, and solvency of FCM.

- a. Provide funding support for FCM as needed. All quarters.
 - i. Develop marketing and advertising to grow Fun & Fitness enrollment
 - ii. Provide advertising and marketing development to grow community leagues
- b. Assist in creation and implementation of the 2017 marketing plan. All quarters.
 - i. Print materials, direct mail, and brochure development

- ii. Provide public relations support for community center
 - iii. Assist in the center's event marketing
- c. Plan marketing and promotion for community/ministry large events including Community Picnics, Trunk or Treats and New Year's Eve Spectaculars

10. Assist Pastor Aucoin in growing the brand, reach, and solvency of FBS.

- a. Continue to assist in the solicitation of new funds
 - a. FBS Friendship Banquet in early December; Funding net is \$55,000
 - b. Assist in the solicitation of support from 'seminary churches'
 - c. Assist in fund development via the MABC program
- b. Provide public relations support for FBS

11. Assist Pastor Shaw in growing the brand, reach, and solvency of VOH. Assist in the planning, funding, and development of the Harbor House Human Trafficking Shelter.

- a. Assist Pastor Shaw and staff in fund development with a 2017 fund raising goal of \$125,000
- b. Assist in the planning, funding, and development of Harbor House
 - i. Work with team on Indiana CPS relations and application
 - ii. Begin to approach funding sources for construction
- d. Assist with literature and publicity – Race for Hope 5K Walk (annual event); funding goal - \$50,000
- e. Assist with print and electronic materials for the Fall Friends Banquet; funding goal - \$35,000
- f. Winter Fund raiser – End of Year Letter; funding goal - \$10,000
- g. Provide public relations support for VOH
- h. Support literature development and online giving materials
- i. Consider new outreach display materials for VOH. First quarter

12. Serve as FLFs Executive Director with reliability, proactivity, and financial integrity.

- a. Solicit incremental funds into the Faith Legacy Foundation
- b. Provide timely, reliable reporting of investments on a monthly basis
- c. Assist Eric Roe in holding quarterly FLF board meetings
- d. Meet quarterly with Scott Grass to review investment strategy
- e. Producing short educational video "Moments" on FLF webpage. Enrich web content.
- f. Introduce new informational literature and display
- g. Provide will and estate guidance on request
- h. Distribute benefits of end of year giving materials; 4th quarter
- i. Consider end-of-year general appeal to establish donor-designated funds and trusts
- j. Increase FLF website content through targeted blogs
- k. Consider additional communication of our financial services within FC and the FCS family