Love and Faith

Branding Awareness Campaign

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Overview

Love and Faith Christian Fellowship Church is one church in two locations, the main campus is in Greensboro, NC and the second campus is located in Kernersville, NC. Love and Faith Christian Fellowship Church is a nondenominational Christian Church. The Senior Pastor is Michael Thomas. The church was founded in 1991 with just three members, the Pastor Michael Thomas, his wife Michelle Thomas and his daughter Melody Thomas. The church went from meeting in the Pastor’s home to a local hotel and from there in that same year 1991 to a store front location. The first church sanctuary was completed in 2000. (Our Heritage, 2022) The church has now grown to over 3000 members and two campuses (Greensboro and Kernersville) and online membership throughout the U.S. Love and Faith Christian Fellowship has a staff of thirteen. The church is a member driven church with over ninety ministries that serve not only the needs of the church membership but also the community at large. In terms of management of the church, the Senior Pastor, official board, associate pastors, deacon and deaconess, ministry directors, ministry leaders along with the church staff make-up the management team of the church. Love and Faith Christian Fellowship church consists of youth, young adults, middle aged and elderly. The ages of the members ranges from 0-90 plus years of age. 55% female and 45% male and predominately African American 98% and, 2% non-African American. The church does not serve any other businesses or investors. Church funding is totally supported through membership giving. There are numerous churches in Greensboro, NC that the local residents of the community can choose to attend. Locally churches are beginning to host more in-person services as COVID has decreased and more people are beginning to attend in person services. However, most churches are still streaming their services for a percentage of their congregations. According to Pew Research the data suggests that 48% of African Americans who are considered more religious were less likely to have attended an in-person worship service in the last month. However 73% of African Americans were more likely to have watched a religious service virtually in the last month. Overall communities of color were hit hard during the pandemic. (Nortey, 2022) Love and Faith Christian Fellowship is seeing a steady flow in the return to in-person worship services. However, it is equally important to note that even prior to the pandemic Love and Faith made virtual services available to the entire congregation. Love and Faith was also giving members the option of joining the church as an online member throughout the U.S. during this time.

Because Love and Faith Christian Fellowship has two campuses and online members locally as well as throughout the U.S. this will have a significant impact on the PR strategy that will be utilized to effectively communicate with these members. I will have to be very intentional about utilizing the church website and social media platforms as well as other media resources like radio, television and print to deliver the new brand awareness message. I will be utilizing information from all of my courses thus far to execute this campaign. I will have to develop the best PR strategy to reach the various audiences that Love and Faith Christian Fellowship serves. I will have to write PSA scripts as well as determine the best use of influence and persuasion practices. I will have to evaluate if there are events happening within the church that will warrant a press release being written to share with the media. I will definitely have to build an engaging social media strategy. I will have to plan and craft each story with each specific audience in mind. I will have to determine where the stories will be distributed and when. I will definitely want to consider if there are any legal concerns that could arise from the use of any content and what strategies will need to be utilized to avoid any legal issues for the church. The tools used in this course will be very helpful in assisting me with not only the development of my PR strategy but also the execution of the PR plan.

Communications

Love and Faith Christian Fellowship has a great relationship with its local community. The church has messages that air on radio and television locally and throughout the state on a weekly basis. Many of the ministries of the church do outreach programs in the local community such as visiting nursing homes, women’s and men’s shelters, schools and prisons on a regular basis. The church also makes financial contributions to local organizations like Samaritans Purse, Urban Ministry, Salvation Army, Teen Challenge and Step Up Ministry an employment and life skills training program for adults and children. The church also prepares and distributes free meals to go at the church on a weekly basis. In the last six months the church has launched a PR campaign to promote the return of in-person worship services at Easter as the COVID numbers began to decrease again. Radio and television commercials were utilized in this campaign along with promotion on the church website and social media channels. The church uses external communication channels such as radio and television but also internally the church uses the [church website](http://www.loveandfaith.org), social media channels, on-screen announcements and live announcements during services and meetings. Radio and television are used to share announcements about regular and special services, events and messages. Print is used to communicate service times, locations and special events. The church website communicates general church information, services, locations, special events, various ministry event announcements, how to become a member, giving information, sick and shut-in information and also serves as a hub for viewing live services online.

The pastor calls all first time attendees on a weekly basis. All first time attendees receive a visitor packet and complete an information form on their first visit. The church also receives emails and phone calls from the general public. The church has deacon and deaconess that call and check on the congregation on a monthly basis and complete a report. The pastor also meets with the associate pastors on a weekly basis and with the leaders of the ministries on a monthly basis.

Love and Faith Christian Fellowship has a stellar reputation not only in the community but also within the church membership and staff. A loving, giving and teaching church with an emphasis on growing people to become leaders.

The central focus of the Love and Faith Brand Awareness Campaign will be to notify the community of the transition in roles of the top leadership of the church. The founder and current Senior Pastor Michael Thomas will become the executive pastor of the church and the associate pastor John Goins will become the senior pastor. The specific goals of the new Senior Pastor are still to be determined at this time. This campaign must attempt to introduce this senior Pastor and his family to the community as they have come to know and love the current founder and his family. Guarding against comparison between the two Senior Pastors will be important.

# References

Nortey, J. (2022, March 22). *Fact Tank*. Retrieved from pewresearch.org.

*Our Heritage*. (2022). Retrieved from www.loveandfaith.org.