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**Ministry Team Description**

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| Marketing Ministry Team |
| Team Leader:  |
| Team Leader contact info:Bob Piks | Phone:  | Email:  |
| Supporting Church Staff Person: Joel Engman, Lead Pastor |

**Mission Statement:**

The Marketing Ministry Team shall develop a strategic PR/advertising and marketing plan to effectively create leads within our target audience/demographic.

**Objectives:**

*Specific Goals to accomplish the mission of the team.*

* Be responsible for planning and implementing a marketing program for the church to reach a wide audience.

**Team Members:**

*Who and/or What offices make up the team.*

The Marketing Ministry Team shall be comprised of as many members as feel called to serve in this program. Each member of this team shall serve a one year term, and by approval of the Elders, may continue to serve successively any number of years. The Marketing Ministry Team shall have a chair and vice-chair/secretary appointed by the Elders. The terms of office shall be one year. With the approval of the Elders, the same person may serve successively in any one of these offices any number of times.

**Activities & Responsibilities:**

*Specific tasks which will need to be accomplished to support team objectives and who will be responsible.*

1) Plan for a strategic marketing campaign to coincide with our build in 2019.

2) Brainstorm ways to communicate/market current ministries of the church effectively.

3) Evaluate comprehensively current church programming as to their marketing feasibility and make recommendations as to changes of direction, re-purposing,  retooling that might make them more marketable to our target audience.

4) Cooperate with the Lead Pastor in carrying out the marketing ministry of the church.