

Rachel Steinbrenner

CHURCH MARKETING

steinbrenner.rachel@gmail.com

Social Media

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

GOODSHEPHERDPLYMOUTH.COM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

GOODSHEPHERDPLYMOUTH.COM

Have I not commanded you? Be **strong** and **courageous**. Do not be frightened, and do not be dismayed, for the Lord your God is with you wherever you go.

Joshua 1:9

GOODSHEPHERDPLYMOUTH.COM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

GOODSHEPHERDPLYMOUTH.COM



Join us on the first Sunday of every month for
Fellowship Sunday
Coffee and Community

GOODSHEPHERDPLYMOUTH.COM

Therefore, my dear brothers and sisters, stand firm. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain.

1 Corinthians 15:58

GOODSHEPHERDPLYMOUTH.COM



He is Risen!

He is Risen Indeed!

Alleluia!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

GOODSHEPHERDPLYMOUTH.COM

The Lord is my shepherd; I shall not want.
He makes me lie down in green pastures:
He leads me beside still waters:
He **restores** my soul.
He leads me in paths of **righteousness** for his name's sake.

Psalms 23:1-3

When you pass through the waters, I will be with you; and through the rivers, they shall not overwhelm you; when you walk through fire you shall not be burned, and the flame shall not consume you.

Isaiah 43:2

GOODSHEPHERDPLYMOUTH.COM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

Church Newsletter

FOR MEMBERS

The Flock Notes

Monthly Newsletter

January 2025



Last Month Recap

We were especially blessed this Christmas as our candlelight service was filled with warmth and the glow of Christ's love. We welcomed several visitors and had the privilege of sharing the message of our Savior's birth. Thank you to everyone who helped make the service run smoothly!

What's Happening This Month

Fellowship Sunday - January 5th

All are welcome and encouraged to stick around to enjoy coffee and conversation!



Starting this month, we are changing our Forward in Christ subscriptions to be sent to church instead of your address. Please feel free to take a copy home with you!

We are continuing our search to find a piano that would fit well with our Sanctuary. Please reach out to our Worship team if you have any recommendations.

We are starting our Lost Lambs initiative to reach out to members who haven't been back to church in a while. We are also taking this opportunity to fill in any missing information we have for everyone. Be sure to keep your eye out for a letter in the mail.

Blessings on your week as you live for him!

Good Shepherd's mission is to share real peace and lasting hope found in God's Word. We are a place for all people where faith grows, grace abounds, and lives are strengthened by the love of Christ.



GOOD SHEPHERD
LUTHERAN CHURCH

GOODSHEPHERDPLYMOUTH.COM



The Flock Notes

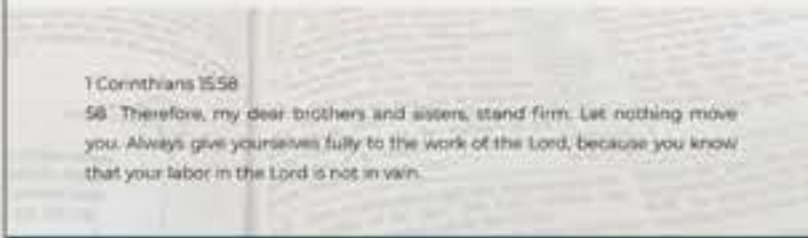
Monthly Newsletter

March 2025

Last Month Recap

We started the process to get a new church logo, our Logo Committee has been working with the artist and we hope to have our logo by April!

Our trusty printer, which has been serving us for quite some time, has decided to retire on us. We decided to go ahead with our plan to get a printer this summer... just a few months early! The new printer looks wonderful and works like a charm.



1 Corinthians 15:58
58 Therefore, my dear brothers and sisters, stand firm. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain.

What's Happening This Month

Special Upcoming Services:

- Ash Wednesday - March 5th @6:30pm
- WLA Traveling Choir Service - April 6th @9:00am
- Passion Sunday - April 13th @9:00 am
- Holy Thursday - April 17th @6:30pm
- Good Friday Tenebrae - April 18th @6:30pm
- Easter - April 20th @9:00am

Fellowship Sunday - March 2nd

All are welcome and encouraged to stick around to enjoy coffee and conversation!

We will not be worshipping on Wednesdays for midweek Lenten services. We are planning a special Sunday in April to focus on Jesus' Passion. (April 13th)

In addition to the updates to our logo, we have plans to rework the corner next to our Fellowship Hall. Our goal is to create a more welcoming and comfortable space for conversation, connection, and community. Stay tuned for the new additions coming soon!

Blessings on your week as you live for him!

Good Shepherd's mission is to share real peace and lasting hope found in God's Word. We are a place for all people where faith grows, grace abounds, and lives are strengthened by the love of Christ.



GOOD SHEPHERD
LUTHERAN CHURCH

GOODSHEPHERDPLYMOUTH.COM



Weekly Devotional Thought

FOR MEMBERS AND PROSPECTS

Sign up for our free,
Weekly Word
to receive weekly Bible
Passages with a
devotional thought.

First Name

Email Address

SUBSCRIBE

GOODSHEPHERDPLYMOUTH.COM

God's Word, Our Confession

A brief but rich connection from the
Old and New Testaments of Scripture
to the Lutheran faith.

Deuteronomy 7:9

9- Know therefore that the LORD your God is God; he is the faithful God, keeping his covenant of love to a thousand generations of those who love him and keep his commandments.

Smalcald Articles III

Thank God, (today) a seven-year old child knows what the Church is, namely, the holy believers and lambs who hear the voice of their Shepherd. (I 10:11-16)

1 Corinthians 1:9

9- God is faithful, who has called you into fellowship with his Son, Jesus Christ our Lord.

Closing Thoughts

God's promises are sure and unchanging. What He has promised, He will fulfill. As we go about our busy days, often filled with stress and anxiety, let us cling to His Word as a source of confidence and a foundation, knowing He will always follow through.

GOOD SHEPHERD
LUTHERAN CHURCH

GOODSHEPHERDPLYMOUTH.COM

God's Word, Our Confession

A brief but rich connection from the Old
and New Testaments of Scripture to the
Lutheran faith.

Deuteronomy 31:8

8 The LORD himself goes before you and will be with you; he will never leave you nor forsake you. Do not be afraid; do not be discouraged."

Formula of Concord SD VIII 78:

Christ has received this majesty, according to His humanity, at the right hand of God's majesty and power. So also, according to His received human nature and with the same, He can be, and also is, present where He wants to be. He is present especially in His Church and congregation on earth as Mediator, Head, King, and High Priest.

Matthew 28:19-20

19 Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, 20 and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age."

Closing Thoughts

No matter where we are or what we have to face in this life, God is always with us. We can rest in the comfort knowing we are never alone.

GOOD SHEPHERD
LUTHERAN CHURCH

GOODSHEPHERDPLYMOUTH.COM



Printable Materials

POST CARD HANDOUTS:



BUSINESS CARDS:



BIBLE PASSAGE ENCOURAGEMENTS:



Event Campaigns

Mill Street Publicity Campaign

The Plymouth Mill Street Festival is a once-a-year celebration in which all the established businesses reach out to new residents and visitors. This is also an opportunity for new businesses and programs to let the community know who they are and how they can help.

Good Shepherd plans to use this opportunity to "socially rebrand" with a fresh logo and renewed excitement for ministry. Their main goals are to let the community know who they are, to get members involved in mission work, and to reverse the current cold/exclusive reputation they currently have by being present and warm.

Timeline

Long Range Prep: (8 weeks out)

- Create Graphics
 - Postcard
 - Business card
 - Social posts

Add to Church Calendar

- Order postcards/business cards
- Order tent
- Order custom logo tablecloth
- Shirts with Logo
- Paper cups with Logo

- Create dedicated landing page for the Mill Street event on website
 - Embed an email signup for volunteering

Mid Range Prep: (4 weeks out)

- Start internal communications via newsletter
 - include volunteer sign up in newsletter

Add to announcements in the Bulletin

- Start external communication:
 - Social media posts

Create sign up sheet for back of church

Confirm items ordered are in good quality/ready to go

Last minute prep:

Send Reminder email to volunteers

Post detailing behind-the-scenes prep

- Facebook
- Newsletter
- Website

Post for day of event with volunteer group

- Facebook
- Newsletter
- Website

Distribute Logo shirts to all volunteers

- Post paid advertisements
- YouTube Ads
- Google Ads

Budget Breakdown: ~\$1,675

- Postcards- 200 postcards - \$120
- Business cards- 100 business cards - \$15
- Custom logo tablecloth - \$670
- Shirts with logo - \$500
- Paper cups with logo- 200 cups - \$370

Graphics

Postcards:



Business Card:



I LOOK FORWARD TO WORKING WITH YOU!

Thank You!

steinbrenner.rachel@gmail.com