

Rachel Steinbrenner

CHURCH MARKETING

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Social Media Graphics



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GOODSHEPHERDPLYMOUTH.COM



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

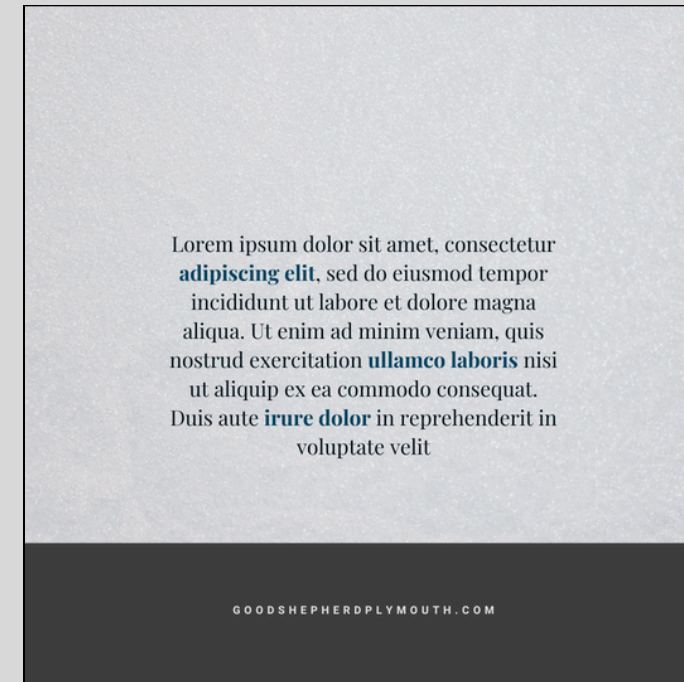
GOODSHEPHERDPLYMOUTH.COM



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

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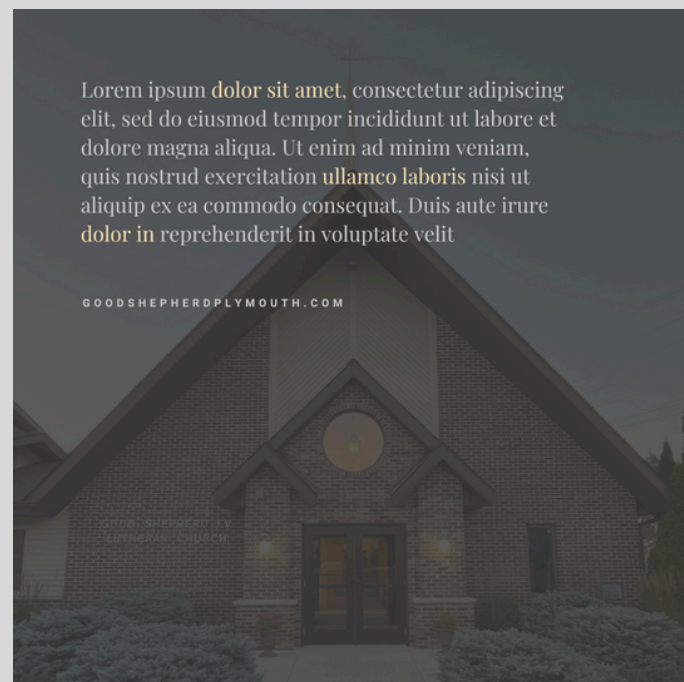
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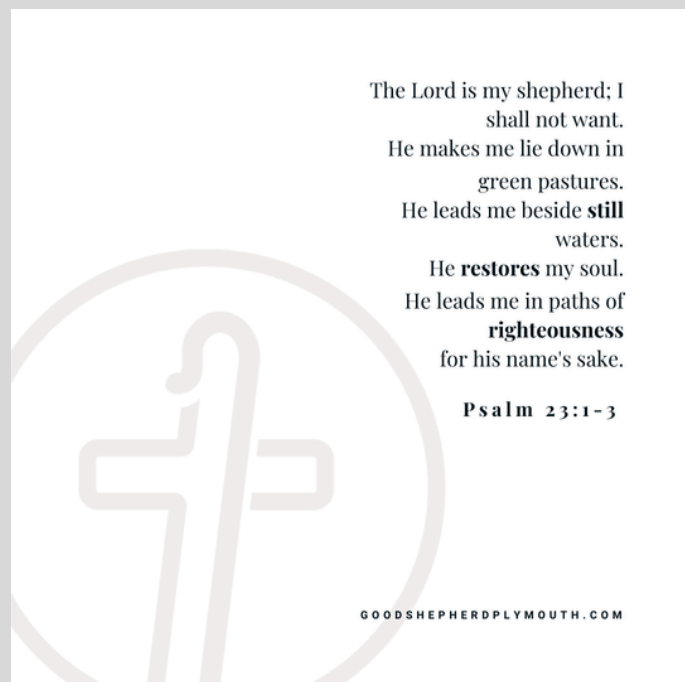
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The Lord is my shepherd; I shall not want.
He makes me lie down in green pastures.
He leads me beside **still** waters.
He **restores** my soul.
He leads me in paths of **righteousness** for his name's sake.

Psalm 23:1-3

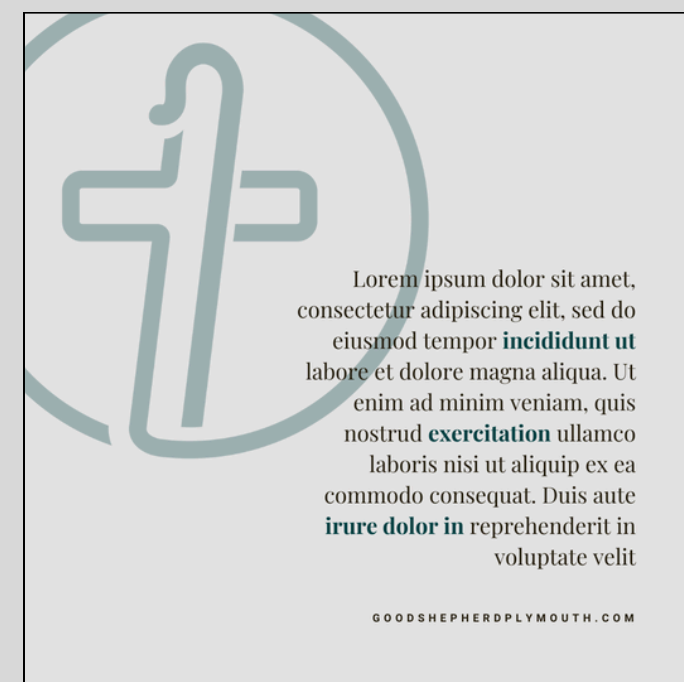
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He is Risen!
He is Risen Indeed!

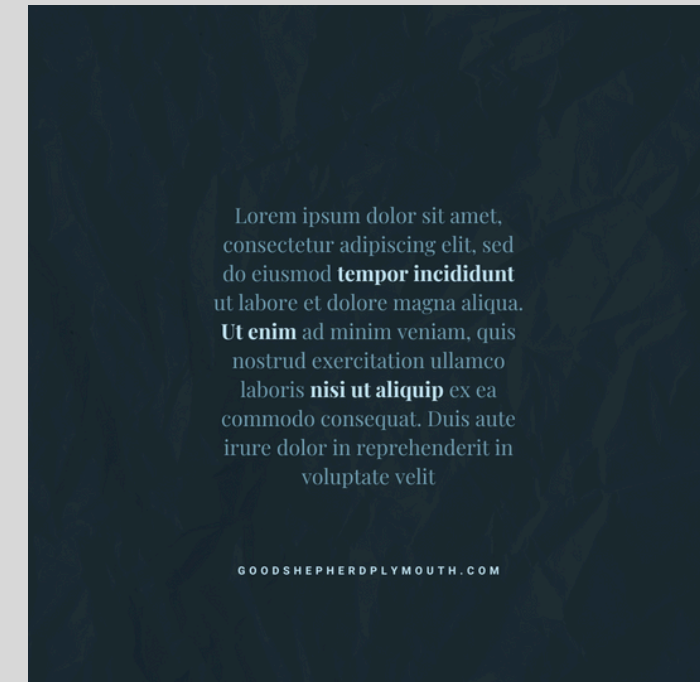
Alleluia!

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Church Newsletter

FOR MEMBERS



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.



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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
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.



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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



Printable Materials

CHURCH BUSINESS CARD:



Front



Back

BUSINESS CARDS:

Front



Back



Printable Materials Continued

POST CARD HANDOUTS:

Front



 **GOOD SHEPHERD**
LUTHERAN CHURCH

A Place of Rest for the Weary.

"He makes me lie
down in green
pastures. He leads me
beside quiet waters.
He refreshes my soul."


Psalm 23:2-3



goodshepherdplymouth.com

Front



 **GOOD SHEPHERD**
LUTHERAN CHURCH

A Place of Comfort
for the Anxious.

"Even though I walk
through the valley of
the shadow of death,
I will fear no evil, for
You are with me."

Psalm 23:4



goodshepherdplymouth.com



Come Join Us!

Worship Service - Sunday 9 AM

N5990 Country Aire Road
Plymouth, WI 53073

Come and find
real rest and
real peace that
reach deeper
than sleep.

Back



Come Join Us!

Worship Service - Sunday 9 AM

N5990 Country Aire Road
Plymouth, WI 53073

Come and find a
community shaped
by God's love. Fear
may be constant –
but you never walk
alone.

Back

Printable Materials Continued

SOCIAL MEDIA CONNECT CARD:



A social media connect card with a dark background featuring a laptop keyboard and a coffee cup. The text "Stay Connected" is written in a large, white, cursive font. Below the text are four social media icons: Facebook, YouTube, Online, and Spotify. Each icon is accompanied by its name and the corresponding Good Shepherd Plymouth website or social media handle.

Stay Connected

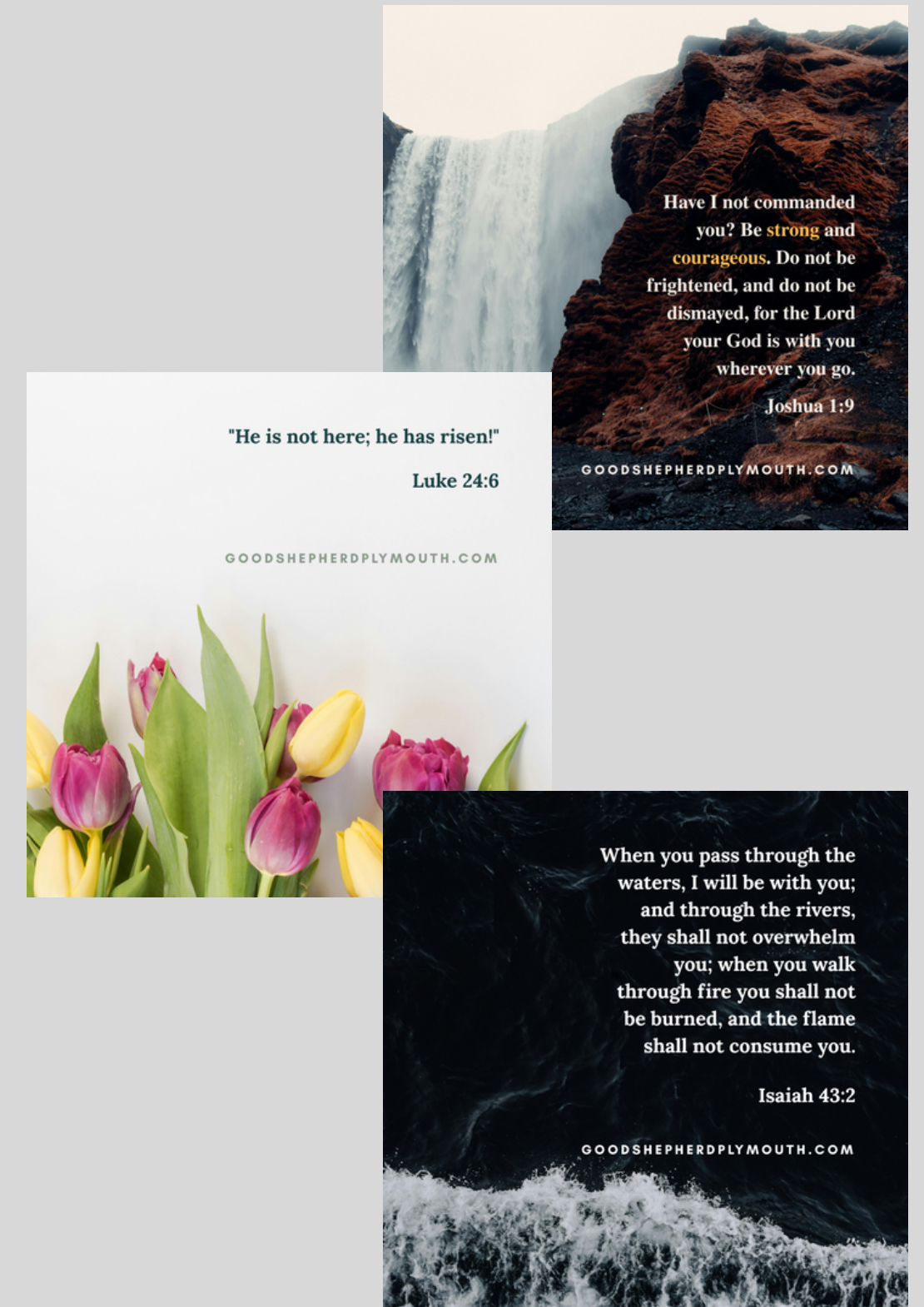
Facebook
GoodShepherdPlymouthWI

Youtube
@GoodShepherdPlymouth

Online
goodshepherdplymouth.com

Spotify
Good Shepherd Devotions

BIBLE PASSAGE ENCOURAGEMENTS:



Three Bible passage encouragement cards. The top card features a waterfall and a rocky cliff with the text of Joshua 1:9. The middle card features a white background with tulips and the text of Luke 24:6. The bottom card features a dark background with waves and the text of Isaiah 43:2. Each card includes the website address 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

"He is not here; he has risen!"
Luke 24:6
GOODSHEPHERDPLYMOUTH.COM

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

Sermon Videos

[LINK TO GOOD SHEPHERD YOUTUBE CHANNEL](#)

Social Media

[LINK TO GOOD SHEPHERD'S FACEBOOK PAGE](#)

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

Reverse Logo shirts to all volunteers

Run 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