

Big Bethel M2M Glory Team Meeting Report

Fellowship Hall

June 14, 2016 @ 6:30 pm

Glory Team: Marketing to Millennials

Team Leaders: Olympia Mix and Deborah Thompson

Date Submitted: June 16, 2016

The meeting was opened by Co-Chairperson Olympia Mix at 6:35 pm with an opening prayer and an overview of the summary of the Marketing to Millennials (M2M) session at the Big Bethel (BB) retreat. Attached is a listing of members of the M2M Glory Team Meeting who attended. The group had lively discussions that resulted in the following objectives and recommendations for research efforts and projects to pursue:

Objective One: Build Relationships with young adults at BB.

Recommendations or Status of Research: It was determined that BB should use the term young adults versus Millennials to avoid the need to explain who are the Millennials. For BB, it was determined individuals between the ages of 18-40 are the target. Based on survey conducted for BB retreat, 7% of members who responded are within this age group. More research is needed to determine who these young adults are. A targeted list or listserv of young adults from the membership roster can be created; the M2M team can refine the current survey or create a brief one to ask specific questions to guide our work. Team can use Facebook poll or Google docs to reach young adults. A bar code can also be placed in the bulletin to gather information on young adults.

M2M team recommends BB identify two young adult Class Leaders who will be responsible for reaching out to the target population through personal contact, calls, texts, Facebook and other relevant mediums. M2M team would like to have a role in developing the orientation class for these young adults. We also recommend the orientation class is blended with mature BB members to help maintain focus.

Offer a contemporary church service—perhaps on each 5th Sunday. It was suggested that BB make an effort to eliminate the “us and them” mentality and demonstrate the value and

engaging of members to increase membership. This service can be held at 10:00 am as young adults requested during the member survey. It should be short and can include praise and worship, scripture, and offering. After service, networking should take place in the Fellowship Hall where established BB members can share a meal with young adults who need access to their wisdom. The Bulletin for this contemporary service can feature three to four members who will share their career achievements and entertain questions. There was agreement that small group ministry such as this works better for young adults and will draw them near. The group felt there is a lack of understanding of the New Beginnings service and who should attend, hence an unsuccessful effort. BB can also consider this as a pilot for summer services.

Objective Two: Advance marketing efforts to reach young adults.

Recommendations or Status of Research: M2M team emphasized utilizing the resource we already have to expand this work. It was suggested the BB home page be revised to include video and film to replace some of the text. Young adults are more inclined to watch a video than read copy. This can include a video welcome by Pastor Foster. Instead of streaming the full service, we can use vignettes of the service and songs categorized under appropriate topics that are relevant to young adults.

Other suggestions to be researched include media night with ministries and You Tube placement. Advertise programs on marquee, on website, Facebook, and other social mediums. Ensure participation of young adults at friends and family days--how many MIL are we currently capturing? Have meetings when young adults can attend. Develop information cards. Make efforts to promote college ministry.

Objective Three: Develop programming to ensure sustainability of young adult participation.

Recommendations or Status of Research: It was recommended that programs based on demographics in the area and the interests of young adults be developed and funded. Based on the BB retreat survey results, there are a large number of young adult residents in the fourth ward. This target population values activities including golf, biking, networking, etc. It was recommended BB offer programs or events to support these activities. It was further recommended, BB use verbiage other than "ministry" to identify these efforts.

M2M team recommends the current BB ministries host a program throughout the year. This level of engagement across BB ministries will make everyone accountable in increase the membership with young adults. This can be a quarterly or monthly event.

Young adults are attracted to causes or projects. It was recommended that the M2M team investigate further what are the pressing needs in the community and rejuvenate the Commission on Social Action and reach out to young adults to join in. This aligns with the legacy of BB.