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## Lifepoint Church COM Plan

WEEK 6  
22 April 2020

### **Executive Summary:**

To more rapidly and effectively respond to the COVID-19 healthcare situation Lifepoint Church will be reprioritizing based on the following areas: pastoral care, outreach, and online service experiences.

Staff should remain flexible and available so that we can support these priorities. If you are not already supporting one of these areas, please let your supervisor know or ask where you can best support our rapid response operations.

We will produce a daily update (except Saturday) to discuss details of this evolving situation. The following sections will be updated daily by 9am with any changes or additions so we can ensure the most effective communication across the staff.

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### **Communication (POC Beth Ufema):**

How quickly do we need to communicate? What points are we trying to communicate? Are we being consistent? What are our needs?

### **April SM Plans for LCVA & PDF**

### **Outreach Stories Jotform**

### **Communication Request Portal**

(Does these links not appear to be working? Hold down command & hover over link to click)

- **Website**

- ~~Update App to reflect C19~~
  - We are working on the website and the request structure between, Ashley, Brittany, Noah, and myself to make sure that we have a consistent channel of communication.

- **Emails**

- ~~Kingdom Builders: Sending 4/1~~
- ~~Weekly Update: Sending 4/1~~
- ~~Freedom Conference Postponed 4/3~~
- ~~Kingdom Builders: Sending 4/8~~
- ~~Weekly Update: Sending 4/8~~
  - ~~Also, communicate the need for people to take home mask kits in this week's email.~~
- Weekly Update: Sending 4/22
- Automating all Sunday text-response Emails

- **Social Media**
  - Outsourcing outreach photographer: Kim has accepted our contract offer and is starting Monday March 30<sup>th</sup>, she will be helping us capture outreach content!
    - Kim has been doing an outstanding job. Very proactive and efficient.
    - Kim's contract ends April 30<sup>th</sup>. Should we extend?
  - ⊖ Create May SM Plan (Maximize outreach, care, and Sunday Experience)
  - ⊖ Ramp up external communication
    - ⊖ Build a team
    - ⊖ Double post
  - ⊖ Post May SM Plan on Rapid Response
  - ⊖ Add weekend hosting schedule on Rapid Response
  
- **Push Notifications:**
  - ⊖ ~~Church is tomorrow! Our broadcast times are 9:30am, 11:15am, 1:00pm, & 5:00pm. You can stream live on the app, on your campus's Facebook page, and our website at Lifepoint.org/Live. We can't wait to watch with you tomorrow! Pushing 3/21~~
  - ⊖ ~~Easter is tomorrow! Pushing 4/11~~
  
- **Marketing:**
  - ⊖ ~~New Easter Marketing Plan~~
  - ~~Easter Posting Resources~~
  - Google ads have been great for us. In a 24 hour span, we have had 1,123 clicks that drove people to our website specifically for Easter and we have had 41,174 impressions (each time your ad is shown on a search result page or other site on the Google Network)
  - ⊖ Google ads campaign ended up with 11,486 clicks, and 510,822 impressions.
  
- **Misc:**
  - ⊖ ~~Update signage on Fred campus doors: 3/25~~
  - ⊖ ~~Update list of those who have requested masks via social media: 3/25~~

### **Pastoral Care (POC Ben Klock):**

Through what methods are we connecting with people? How are we involving/mobilizing dream team? Who needs to know? What are our current needs?

Care Call Criteria and System:

- We have set up call teams for care in the Church.
- We have three major areas of focus:
  - **Outward** calls to those in the database with little to no connection to the Church.
  - **Inward** calls to our highly connected Dream Team and Small Groups.
  - **Ongoing** calls to those who fill out online requests for prayer, care, and practical needs.

**Outward:** these calls are made by Lifepoint Staff, Campus Prayer and Care teams, and anyone who signed up on our Serve app to make calls

- ~~Anyone 55 and older that is connected in any way to our Database over last 12 months~~
- ~~Anyone who has checked in a child in 2020 that has not connected in any other way since Jan~~
- ~~Anyone who has given since Jan but is not connected in any other way~~
- **\*New criteria:**
  - ~~Anyone who has been a First Time Guest in the last 12 months but is not connected in any other way (Live)~~
  - Anyone who has attended Growth Track but has not joined a team (live)

**Inward:** *these calls are made by Campus Staff, Campus Leaders, Campus Prayer and Care teams, and those who signed up on the Serve App to make calls. (Global Staff supports our larger locations)*

- Anyone connected to or signed up for a small group (Live/Weekly)
  - All Small Group leaders make calls to their small groups
- Anyone who leads or co-leads a small group (Live/Weekly)
  - All Small Group Coordinators and Sr. Coordinators make calls to leaders
  - All Small Group leaders or co-leaders hosting virtual groups will call absentee group members (Live/Weekly)
  - All Small Groups no longer meeting will be made inactive and all former group members will be moved to another call list (ex. Dream Team, disconnected)
- Anyone who leads a Dream Team (Live/Weekly)
  - All Sr. Coordinators and Coordinators make calls to their leaders
- Anyone serving on a Dream Team (Live/Weekly)
  - All Coaches/Leaders make calls to everyone on their Dream Team
- Anyone who disconnected from serving in the last 12 months (Live/Weekly)
  - All Campus Staff and Dream Team Coaches make calls to those who are no longer serving but did serve over the last 12 months.

### Ongoing:

1. **Global:**
  - Anyone who fills out online request for prayer/care/needs (Live)
  - Online prayer request by campus is taken care of by campus staff and prayer teams
  - Online care/needs requests are taken care of by campus staff, prayer teams, and people that sign up on the Serve app to make calls
  - Outreach needs are handled by campus staff/outreach director and led by Dream Team
  - For any pastoral care visit requests, we will set up scheduled Zoom meetings to do digital in person care. (Live)
  - Each week, campus teams will review who has met and who needs to be communicated with by phone call. (Live)
  - Daily encouragement on Facebook Live campus pages from Campus Pastors after 10am each day. (Begins 3/23)
  - Virtual rallies on Sunday to prepare for the stream and to encourage the campus to tag friends and virtually invite them to church. (Live)
  - Dream team has been mobilized to make calls and have begun serving in local outreach. These are the two main areas to engage. Care calls and connection. Outreach serving teams and donations.
  - Each Campus Pastor and Outreach Director are working hand and hand to help facilitate needs for the Dream Team and community. (Updates every Monday)
    - Campuses are coordinating mask mass production
    - Campus teams are sending selfie-videos to hospital staff to encourage and pray

- Each Campus will set up weekly/bi-weekly zoom calls for all leaders and Dream Team available to check in and engage with
  - House Party App is in use for groups and teams to stay in touch in a fun way.
  - All Campus Staff meetings focus on Care/Outreach/Prep for Sunday engagement and follow up.
    - Every Campus Team will be reporting on care of teams weekly.
2. **Students:**
- a. We are going to streamline TRIBES and each campus is going to pick one day a week to have all of their TRIBES on and be more cohesive with their groups. This will allow the student director to pop in and check on groups as well as share with the whole campus if they would like.
  - b. We are going to start Lifepoint Student Parent Facebook pages to engage with and partner with parents as well as keep them informed in this season.
  - c. Student Directors will be hosting bi-weekly all tribe leader zoom calls to train and engage with their leaders in this season.
  - d. We are potentially planning on starting up Facebook Leadership training groups again with the new world of online content. Gerald and Aaron are working on ideas for content etc.
  - e. The Student team is working on doing a push for a “week of serving” with students with a hashtag etc.
  - f.
3. **Kidspoint:**
- a. We are going to change our online preschool content to NewSpring instead of Life.Church beginning in April based on feedback we have been given that content is too long and is repetitive outside of the classroom. Our current content if 20-30 minutes, Newspring will be 10-15.
  - b. A lot of campuses have already started Kidspoint Parent Facebook groups and are seeing a lot of engagement.
  - c. For Easter Sunday, we will be streaming live Kidspoint Content instead of on-demand:
    - i. 8:00 AM/3:00 PM Elementary
    - ii. 8:30 AM/3:30 PM Nursery & Preschool
  - d. The content will then be on demand on Monday
  - e. Kidspoint Directors are working on sending postcards to all of the kids that have checked in since January. The post cards have been ordered but have not arrived.
4. **All Database Care Calls Completed: This is for non-connected people**
- Anyone 55 and older that is connected in any way to our Database over last 12 months
  - Anyone who has checked in a child in 2020 that has not connected in any other way since Jan
  - Anyone who has given since Jan but is not connected in any other way
  - Anyone who has been a First Time Guest in the last 12 months but is not connected in any other way
  - New Criteria for all signed up for Growth Track that have not joined a team begins (live)
  - **Unconnected/Loosely-Connected Care Calls Completed so far: Over 5,000 Calls to the database in last 12 months**

## 5. Dream Team and Groups Calls Completed: Connected on Teams or in Groups

- All Dream Team Have been contacted for prayer/care/vision
- All Group leaders/members have been contacted
- One to ones complete from all leaders to team members (ongoing)
- All Teams have met and will continue to meet on zoom
- Campus Staff meetings are used to follow up on care happening and planned
- All Campus Zoom Meetings are in place and happening weekly

## 6. Online Small Groups:

- Online Small Groups will meet weekly. (Live/Weekly)
  - All Small Group leaders or co-leaders hosting virtual groups will call absentee group members (Live/Weekly)
  - All Small Groups no longer meeting will be made inactive and all former group members will be moved to an existing call list (ex. Dream Team, disconnected)
- Online Connections
  - Join an online small group button will be placed on main page and under the COVID-19 response spiritual needs.
  - Sr Small Group Coordinators/Group Directors will make contact and place online applicants in a virtual small group
  - We will do an online push on Easter Sunday to join an online small group
    - The host will mention
    - There will be a pre/post service slide

## Outreach (POC Alisha Henley):

### Social Media & Stories

1. Jotform to share stories, photos and videos to help post more on social media
  - a. Click [HERE](#)

## What are the focused projects for Week of April 20<sup>th</sup>- 26<sup>th</sup>?

### 1. MASKS

- a. Production out of Fredericksburg Campus- SP, ST, CP, & KG will support this production, and will support FB, ST, SP, KG, CP communities
- b. Production out of Richmond Campus will produce masks for RVA community
- c. Donated 2 sewing machines to them from FXBG Chamber of Commerce
- d. Provided interfacing & elastic to RVA Campus

### 2. FOOD DISTRIBUTION

- a. Supporting School System
- b. Delivering groceries- to elderly and immunocompromised people
- c. Helping the houseless with meals

### 3. WEEK 7 & FUTURE PREPARATION

- a. FB Campus- Blood Drive Prep
- b. FB & SP Campus- Possible working with Convoy of Hope in Meal Distribution
  - i. Call tomorrow set up to find out more details

## Daily Reporting on Masks Progress: Week 5

### 1. ALL CAMPUSES

- a. Healthcare Support: Sewing masks for healthcare workers
  - i. # of cumulative masks supplies kits distributed:

- 1. **TOTAL: 9,432**
- ii. **Delivered as of April 21<sup>st</sup>**
  - 1. **TOTAL Masks Delivered: 4,538**
- iii. Masks in the process of being made:
  - 1. **TOTAL: 5,151**
- iv. # of masks supplies kits on hand to be picked up:
  - 1. **TOTAL: 725**
- v. Number of requests waiting to be filled:
  - 1. **TOTAL: 7,868**
- vi. Kit Gap- we have supplies- just getting the team to keep cutting material and making kits
  - 1. **Gap: 1,992**

**Campus impact & wins projects:**

**2. FB CAMPUS**

- a. Project Name:
  - i. Impact:
- b. Project: Encouraging Letters
  - i. Win: 239 cards were made and collected this week. We delivered 96 cards to the residents at Paramount Assisted Living Center, and 65 cards will be shipped to the staff and residents at Shenandoah Assisted Living Center early this week.
- c. Project: Dinner for house-less
  - i. Wins: We fed 26 house-less families living in the motel community dinner this past week.
- d. Project: Shop-and-drop
  - i. Wins: We shopped for groceries for 15 older adults that aren't able to make it to the store themselves and left the groceries for them at their doorstep.
- e. Project: Food pantry assistance
  - i. Wins: We delivered non-perishable food items to a local church to help boost their food pantry program.
- f. Project: Family food assistance
  - i. Wins: We delivered food from the local school system to 5 families in the community who receive meals from the food assistance program but were unable to pick up the food themselves.

**3. SP CAMPUS**

- a. Project Name:
  - i. Impact:
- b. Win:

**4. ST CAMPUS**

- a. Project Name:
  - i. Impact:
- b. Win:

**5. CP CAMPUS**

- a. Project Name:
  - i. Impact:
- b. Win:

## 6. KG CAMPUS

- a. Project Name:
  - i. Impact:
- b. Win:

## 7. RVA CAMPUS

- a. Project Name:
  - i. Impact:
- b. Win:

### Share your Outreach ideas here:

- Toilet paper and baby wipes drop off at low income housing developments

### Here's how you can help with outreach:

- *Ask your Campus Pastors and Outreach Senior Coordinators what projects you or your dream team can be a part of making a difference in this season*
  - *Be taking photos at serving projects and share them [HERE](#) so, we can be posting about what is happening throughout our communities*

### **Service Execution (POC Bethany Ufema):**

What is the purpose or intent of this film/recording? Who is our audience? Who needs the content/notes when complete?

### **WEEKLY REPORTING**

- Being that CCB reporting methods are no longer relevant, we are moving to reporting through online engagement stats. These stats will be added and monitored through Church Metrics each week. A report will be derived from Church Metrics data. The first report will be available 3/26, and Tuesdays weekly moving forward.
  - All our streaming platforms (FB, FB Watch Parties, website, and App) will be measured by views (**attendance**) and **engagement** (engagement stats are defined as comments + likes/viewers) (Wes)
    - Total averages will be provided (Wes)
  - **Salvations** will be measured by “raised hands” (those self-identified in chat rooms), and those numbers compiled and compared to JotForm submissions (CPs/Ashley Sebero)
  - **FTGs** will be measured by those identified “in-service” (through live chat) and those numbers compiled with and compared to JotForm submissions (CPs/Ashley Sebero)
  - **Kidspoint attendance** will be derived by YouTube streaming stats through Church Online (also linked to FB at 8 am) (Ethan), and **engagement** prayer request JotForm submissions (CPs)

- **Kidspoint salvations** will be measured by JotForm submissions (CPs)
  - The Next Gen department is receiving salvation and prayer JotForms and connecting with campus staff.
- **Giving** (Tim)
- The report will also identify notable stats for **developing strategy**, including: (Wes)
  - Top five cities, states, provinces
  - Top three streaming sources
  - Top three streaming devices
- **Outreach (from week prior)**: (Stella)
  - Finances given
  - People served
- **MVMNT night attendance** and **engagement** will be measured by views and comments on our livestream (Ethan)
- We will adjust this reporting method as necessary

### **PRE-SERVICE**

- Pre-service scrolling slides will be added to online programming:
  - LT has been provided JotForm submissions to request communication

### **SERVICE**

~~Sunday, March 22~~

~~Sunday, March 29~~

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~~PALM SUNDAY / APRIL 5~~

~~GOOD FRIDAY / APRIL 10~~

~~EASTER SUNDAY / APRIL 16~~

### **WEDNESDAY PRAYER / 4/15**

Thursday, 4/15

Call Time: TBD

Location: Broadcast

Air-time: **8:30 PM**

#### **What:**

Weekly live prayer service broadcast from Fredericksburg location with two song set-list (two band members, acoustic guitars), with devo and prayer led by PDF. Two additional facilitators will be present onstage with computers addressing prayer needs live coming through via chat streams:

- A list of facilitators will be approved for scheduling: TBD
- PC: <https://services.planningcenteronline.com/plans/47621375>

#### **LIVE BROADCAST: WEEKLY, 8:30 PM**

- Website, App, Facebook, YouTube Live, **IGTV Live (TBD)**



- **No hosted chat engagement; chat will be addressed live from the platform**

### **STAND-ALONE, 4/19**

Sunday, 4/19

Call Time: 6:30 AM

Location: Broadcast

Air-time: **9:30 / LIVE, 11:15 / LIVE**, 1 PM / PLAYBACK, 5 PM / PLAYBACK

#### **What:**

We are returning to Sunday services as live broadcast/playback from broadcast location.

#### Service Programming:

- Three songs, full band
- Ministry moment w/ PDF
- Pre-produced Welcome/News
- Message
- Pre-produced Close

#### **LIVE BROADCAST: 9:30 AM, 11:15 AM**

- Website, App, Facebook, YouTube Live

#### **PLAYBACK: 1 PM, 5 PM**

- Website, App, Facebook, YouTube Live

#### **PUBLISHING:**

- Website, App, YouTube
- **Sermon content will be published on all on-demand platforms immediately following 5 PM service**

#### **Beginning April 26, we will resume series packages.**

#### **May Series: THE UPPER HAND: *Winning while waiting***

- This series is about leveraging this uncertain season to grow spiritually through spiritual disciplines

#### **Staff Updates:**

1. As of 20 April, the offices remain open and daycare is still fully supporting. If you have any concerns for your health or the health of your family, please use your best judgment and consider working from home. Mission essential personnel at the offices, but don't hesitate to reach out to your supervisor if you have a specific need requiring you to come into the office.
  1. If you haven't already done so, please review your budgets for areas that we can cut or reduce spending. We don't yet know how long these restrictions will be in place and want to be prepared to both continue operations and support our local communities.
  2. When scheduling meetings, please make them available through Teams so we can abide by the Governor's restriction on gatherings of more than 10 people.
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