

# SAMPLE: VIDEO CAMPAIGN DESIGN

## RESOURCE 2.5



## Fall Video Campaign Design

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**Introduction:** After meetings with 18 lay and clergy leaders within the parish, an Art of Hosting World Café exercise for idea generation among staff and clergy and four meetings with the communications department, we have determined and designed the themes of the 2016 Commitment Campaign to fund 2017 budgets.

### 2016 Case Materials Themes:

Content Theme: Story by Story—Connecting people of differing generations (see Humans of New York as an inspiration source) (Read Storycatcher for content inspiration)

Artistic design Theme: Spilled Ink

Theological Art Theme: Jesus Pantocrator Icon for thank you and for the reverse side of the pledge certificate. ([http://www.charleslafond.net/?attachment\\_id=3777](http://www.charleslafond.net/?attachment_id=3777) )

In her book Storycatcher, Christina Baldwin (<https://www.goodreads.com/work/quotes/740566-storycatcher-making-sense-of-our-lives-through-the-power-and-practice-o>) writes, “Life hangs on a narrative thread. This thread is a braid of stories that inform us about who we are, and where we come from, and where we might go. The thread is slender but strong: we trust it to hold us and allow us to swing over the edge of the known into the future we dream in words.”

### Case Content:

People come to church for many reasons, however, in our culture, a deep desire of parishioners in such a large parish is to connect and tell our story while hearing the story of others. We want to know names and have our names known.

The 2016 campaign will celebrate the telling of our story between generations and will build on the Art of Hosting and Dream Together Conferences which have been connecting people and encouraging conversation.

Humans are biologically designed to gather and lend courage by telling stories. As we tell our story to the world, we will tell each other our story and get to know each other’s names.

Sam Gove (<http://www.samuellucasgove.com/>) will donate more than \$30,000 in time and talent as he does art studio black and white images and then black and white film of congregation members sitting in pairs and telling each other their story of what brings them joy in our church.

Speakers in film and video were chosen for the different kind of stories they can tell to each other and to the listening audience. Filming begins May 8 and will be complete May 22 with editing to follow for a June production deadline.

**Speakers:** Tom and Ned; Judy & Aubry; Angie and Burt; Jacob & Rob; Merrie, Mrs. Potter and baby Eva; Mary and Georgann (Bunny); Mr. and Mrs. Jones; Nancy & William

Video Questions (one hour filming, 3 minutes, pointed and sharp content):

1. Tell your story (themes)
2. “What brings you joy at Saint John’s?”
  - a. One note-taker looking for angles (Seth)
  - b. One director prompting story (Charles)
  - c. Videographer and studio photography (Sam)

**Campaign Materials:** black and white post cards paired with 3-4 minute film clips:

The “case brochure” will be minimalist and will emphasize human story between people of 100-200 words each. Eight large post cards (5x7) will be mailed weekly and then assembled to comprise the campaign brochure and will include two stories each, a campaign update and links to web-based expansion materials. The pledge card and thank you note cards will employ the “Word made flesh” icon of Jesus.

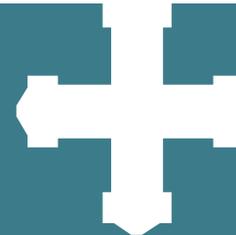
When the campaign is over, the eight cards will be bound as “campaign brochures” for new-comers. Each card will feature a portrait-artist’s interpretation of two parishioners deep in joyful in conversation with an emphasis on laughter. These black and white images will be taken as while black and white film records their conversation as a video-case-brochure. Each of eight pairs of parishioners will be discussing “Joy at Saint John’s” by each telling the other a brief (100 word) story about a moment or occasion of joy while at Saint John’s ending in words about supporting our mission financially.

Videos and images will create a video loop in the Parish Hall on Sundays along with black and white portraits of the eight parishioner-pairs along the hallway. A new web presence, on our existing web site, will be designed for the campaign so that visitors can see the photos and videos along with funny out-takes and longer features. Photos and filming will be done in pairs—two people telling each other their one-minute story. Most couples will be made up of an older and a much younger parishioner so that we are speaking and listening across generations. Post card borders, new campaign stationary and other campaign materials will include a colorful “spilled ink on heavy paper” artistic motif which will carry through on all materials including special events decoration. A fine example of what we are trying to accomplish can be seen at <http://www.humansofnewyork.com/> which is simply a series of photos linked to stories of human lives in New York City. This is an inspiration for what we are trying to accomplish.

**Liturgy:** A plan to include a “challenge moment” in each Sunday liturgy has been developed by a collaboration between lay and clergy leadership along with input from the Chapter and Stewardship Commission. Though we will dispense with “Ministry Minutes,” we will replace them with another liturgy-pause experience that reminds the congregation weekly that they need to make a pledge and creates both the opportunity to

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## RESOURCE 2.5 (CONT'D.)



engage the theme and consider their pledge and their gratitude for all God has given them. Cards will be in weekly bulletins with that week's black and white image of two parishioners laughing and speaking together. On the other side will be a question. Parishioners will be asked to take 3 minutes to reflect on and write a written answer to the question and then place it in baskets collected at the offering and brought forward and placed before the altar as a 'story-offering.' Questions week to week may include eight of the following weekly:

1. What momentous things have happened to you here at Saint John's?
  2. Where do you see Jesus at Saint John's?
  3. What feeds your soul at Saint John's?
  4. Who at Saint John's has influenced you?
  5. Tell a story of how you been changed at Saint John's.
  6. What inspires you in Saint John's?
  7. Why is Saint John's a good place to be?
  8. What little details do you treasure at Saint John's?
  9. What do you look forward to at Saint John's?
  10. When was a time you felt cared for at Saint John's?
  11. What is the one thing you would tell a stranger about Saint John's?
- **In Summer, we hope to launch a new mobile app** opportunity for giving among younger generations who want access to case and giving opportunities on smart phones and mobile devices. Those evaluations are being managed by Seth Reese and informed with conversations with stewardship and membership leaders. A side-by-side analysis is being developed in order to make the best choice. We are looking hard at Aware 3 and at Cheerful Giving. A side-by-side APP report will be included in the June vestry report. See more about Cheerful Giving at [https://www.dropbox.com/s/ukb2e7pdrqk6/Cheerful%20Giving\\_Guide.pdf?dl=0](https://www.dropbox.com/s/ukb2e7pdrqk6/Cheerful%20Giving_Guide.pdf?dl=0) and more about Aware 3 at [http://www.aware3.com/connect?utm\\_campaign=adwrds-april16&utm\\_medium=link&utm\\_source=ad&gclid=CNraj7bo u8wCFQcLaQodmW0NLQ](http://www.aware3.com/connect?utm_campaign=adwrds-april16&utm_medium=link&utm_source=ad&gclid=CNraj7bo u8wCFQcLaQodmW0NLQ)