

Keena & Company

IS PLEASED TO PROVIDE THE FOLLOWING MARKETING PLAN

For

Texas United Methodist Conference

Committee on Native American Ministry

March 26, 2007

Objective

Our objective is to provide a 2-year Marketing Plan and a Marketing Director to oversee the implementation of the plan, provide design and production of certain promotional materials, and media placement assistance to achieve CONAM goals as follows:

1. Provide additional funding to help reach these goals by utilizing the expertise of a professional grant writer.
2. Bring more Native Americans to the Community of Christ by increasing attendance at the Third Sunday Native American Worship service.
3. Inspire Ministers and Congregations, throughout the conference, to participate in Native American Sunday.
4. Promote increased attendance at the November Powwow by dancers, vendors, clergy, and the general public.

Table of Contents

- I. Situation
 - A. CONAM Profile
 - B. Markets
 - C. Areas of Focus
 - D. Factors Effecting Growth
 - E. Target Audience
- II. Problems/Opportunities/Key Issues
- III. Objectives
- IV. Creative Advertising Tactics
- V. Media
- VI. Media Phase I
- VII. Budget Phase I
- VIII. Summary
- IX. Creative Direction

PART ONE

Situation Review

There are three areas CONAM has targeted for greater exposure: Third Sunday Native American Worship, Native American Ministries Sunday, and the United Methodist POW-WOW. Each area is different and unique with the Powwow at this time having had the most exposure and publicity. There is a momentum in all three areas that we will build upon. The objective in all three areas is to educate our audiences about the over-all ministry and focus on what each program offers for the targeted audiences.

We believe there is potential for substantial growth in all three areas of the ministry. Choosing the path of least resistance penetrates our target audience with a relatively small budget and then through growth and grants utilizes mediums that require larger budgets.

A. CONAM Profile

CONAM is a relatively young ministry that has succeeded in providing unique worship and educational opportunities with a Native American cultural base. The success of the programs is based on the people working within CONAM having a hands-on involvement in the day-to-day business of your ministry. The can-do, adaptable attitude and steadfast refusal to provide anything but the best quality services, events, and ministry shows and is important to portray in all of the marketing materials and marketing presentations. We believe that using an approach of educating our target audience in a memorable, exciting, and sometimes even a humorous way about CONAM's true value to them, we will achieve higher levels of awareness of the programs and greater participation in a short amount of time.

B. Markets

1. Native American Population
2. Texas United Methodist Churches Clergy and Members
3. General Population

C. Areas of Focus

1. Houston
2. Harris County
3. Counties surrounding Harris County
4. 760 Texas United Methodist Churches

D. Factors effecting Growth

1. Locating Native Americans or people of Native American descent.
2. Finding Non-Native Americans interested in the Native American culture and wishing to learn more about it.
3. There has been little prior publicity about the CONAM programs.

E. Target Audience

1. General population inside the loop in Houston
2. General population in Greater Houston and Harris County
3. General population in counties surrounding Harris County
4. UMC in Houston Greater Houston Area
5. UMC in East Texas Conference

PART TWO **Problems/Opportunities/Key Issues**

The simple fact that problems do exist and need to be addressed gives strength to our marketing program by pointing out the areas in which we need to focus. A significant need is to expand awareness of the CONAM within the general population and in doing so reach our target audience for participation in the Third Sunday Church and the yearly powwow. The extremely low percentage of participation in Native American Sunday by churches within the 760 East Texas United Methodist Churches poses a special problem communication problem.

A. Key Problems

1. Lack of awareness amongst the public and TXUMC that CONAM exists and what the ministry is offering.
Finding the 33,000 plus Native American population in the Houston area is difficult. They blend into society thereby splintering marketing efforts targeted to them specifically. This results in the need to target the general population. The personnel and volunteers needed to broaden awareness of the ministries and to create growth are limited at this time.
2. There is a need to develop more volunteers in the East Texas Conference to support and promote the CONAM ministries.

B. Key Opportunities

1. TXCONAM is established and we can continue the momentum the ministry has developed while building on current and planned expansion.
2. TXCONAM is a ministry within a strong parent ministry The United Methodist Church.
3. TXCONAM being an established ministry there is an opportunity to communicate this fact and communicate future plans.

C. Key Issues

1. Fundamental public awareness and awareness in UMC.
2. Resources for marketing and development are not limitless. How do we use marketing/communication support to supplement the resources that are in place?
3. Determining how to build and maintain a broadened awareness of the CONAM ministry and services is instrumental for continued growth.

PART THREE Objectives

A. Awareness

1. Create and maintain a high level of awareness for the CONAM ministries therefore maintaining people's interest and desire to participate.

B. Assert CONAM's Position

1. A great resource for education of the Native American Culture for Native Americans and non-Native Americans
2. A gathering place
3. Positive role modeling
4. Positive family entertainment
5. A source for Native American Christian ministry

C. Expand Media Presence

1. Build and maintain frequency in key chosen publications
2. Build and maintain frequency in key UMC publications and media
3. Identify and utilize non-traditional uses of media such as posting on "My Space" or using community bulletin boards on local broadcast stations.
4. Develop Public Relations opportunities such as guest appearances on TV and radio

D. Identify influencers and target groups

1. Find target groups to make presentations using the appropriate video
2. Prospect in professional groups and church groups

PART FOUR **Creative Advertising Tactics**

Positioning Statement: CONAM's goal is to educate and excite people about the Native American Culture through ministry. It also creates a safe gathering place for Native Americans offering a range of programs for Native Americans to participate in through ministry. To advertise CONAM properly, we want to establish CONAM as a viable, trusted, friendly, leader in education of Native American culture to the general population and the UMC. In a positive light we will convey that CONAM sees itself in a supportive roll for Native Americans and at some point in time filling some of the void the government has left in social services for Native Americans.

A. Positioning

1. We bring joy through sharing knowledge of the Native American culture through ministry.

B. Key Benefits

1. A safe friendly atmosphere for people of all ages to gather Native Americans and non-Native Americans.
2. Bring cultures together to worship in a Native American service
3. Acceptance of differences in cultures
4. Education about Native American culture
5. Native American Powwow
6. CONAM is a ministry within the United Methodist Church

PART FIVE **Media**

Media are the most powerful tools we have in marketing and advertising and it is important to use it wisely and to its full potential. Since our market at this point is the masses using media is the easiest way to reach the largest numbers. We recommend utilizing at least three mediums of the media simultaneously to reach the broadest segment of the population possible at any one time. A very important key to successful marketing is referring to the CONAM web site for more information. A good professional web site is the heart of any good marketing campaign today and is accessible " 24-7". This is especially important when communicating with the 760 church ministries in the Conference.

A. Objectives

1. Ads in newspapers and magazines
2. Articles published in targeted newspapers and magazines
3. Television commercials and PSAs
4. Radio commercials and PSAs
5. Create a professional informative web site for CONAM
6. Use alternative methods through the web such as My Space, U Tube, and e-mail

PART SIX

Media Phase I

A. Phase I for CONAM

1. Create logo to be used in all marketing materials
2. Create a professional web site
3. Write an article about the ministry for publication
4. Submit the article to as many publishers as possible
5. Create a programmed DVD to illustrate each of the three ministries

B. Phase I for Third Sunday Worship

1. Create a newspaper/magazine ad and place in at least three publications
2. Write an article about the ministry for publication
3. Create signage for the Shepherd Dr. Fellowship
4. Create a flyer to be distributed at Houston area United Methodist Churches
5. Create a TV commercial and place it
6. Create a radio commercial and place it
7. Create an e-mail list and mail out once a month
8. Speak to as many groups as possible, professional and UMC

C. Phase I for Methodist Powwow

1. Create a newspaper/magazine ad and place in at least three publications
2. Write a promotional article for publication
3. Create and finalize 2 new flyers, one for the general public and one to be distributed in the school systems.
4. Update PSA
5. Produce a radio PSA
6. Speak to as many groups as possible professional and UMC
7. Create an e-mail list and mail out once a month
8. Check for listings on Powwows.com and other relevant web sites

D. Phase I Native American Sunday

1. Create an e-mail list of clergy and local mission groups within the UMC East Texas Conference and mail out once a month
2. Send out DVD to illustrate the ministry and promote
3. Speak to as many UMC groups
4. Write an article to place in UMC newsletters and magazines

PART SEVEN

Phase One Budget

A. CONAM budget

1. Logo design and file management		\$1050
2. Web site hosting and updating		2400
3. Web site design		5000
4. Article construction and posting		500
5. Programmed DVD		<u>7000</u>
SUB TOTAL		\$15,950

B. Third Sunday Worship budget

1. Photography and video for 1 year		\$5000
2. Ad for newspaper and magazines design		500
3. Cost per ad in Houston Tribune	185 x 3 =	555
4. Cost per ad in Neighborhood Chronicle	150 x 6 =	900
5. Article for newspaper and magazines		500
6. Signage printing		300
7. Signage design		250
8. Flyer design		250
9. TV Commercial production		1500
10. TV time on PBS channel 8	150 x 6 =	900
11. Radio Ad production		1000
12. Radio air time KSBJ	70 x 6 =	420
13. Ad and article placement		<u>500</u>
SUB TOTAL		\$11,655

e-mail campaign to be implemented by volunteers

C. Powwow budget

1. Photography and video		\$4000
2. Ad for newspaper and magazine design		500
3. Cost per ad in The Leader	150 x 6 =	900
4. Cost per ad in Neighborhood Chronicle	150 x 6 =	900
5. Flyer design		375
6. Update PSA for TV		500
7. Produce radio PSA		1000
8. Ad and article placement		500

9. Produce 4 minute dance video 1250

SUB TOTAL \$ 9,925

e-mail campaign to be implemented by volunteers

D. Native American Sunday

1. Ad for UMC news letter and magazine design \$ 500

2. Cost for ad in UMC publications 600

3. Send copies of the DVD to clergy and mission groups 2500

SUB TOTAL \$3,600

e-mail campaign to be implemented by volunteers

TOTAL \$41,130

Contingency 10% 4,113

Grand Total \$45,243

PART EIGHT Summary

CONAM is a ministry with three separate distinct ministries with some areas of similar marketing needs and others quite different. In order for our marketing plan to be as successful as it can possibly be we need an army of volunteers. Group e-mails for all three ministries need to be sent out once a month. For the Third Sunday Worship a short reminder e-mail is recommended the week before the service. The Powwow needs a monthly e-mail for news on the status and needs to be sent out after each monthly meeting. Also, Native American Sunday should have an all year visibility starting with a monthly e-mail. Getting the e-mail list set up and adding to it could be a volunteer job with each ministry having one volunteer in charge of writing and sending them out. Although there has been negativity in regard to e-mail it is necessary to supplement the over all marketing campaign. Even if some people delete it with the subject of the e-mail being relative to the ministry we are getting a cost effective reminder.

In Phase I we are producing most of the marketing pieces and since this is costly we are being very careful choosing placement. Our choices are made by placing our marketing materials with the best publications, TV and radio stations with the highest population reach in the Houston area. We will have more resources and money generated by our efforts in Phase I going into Phase II, which is also a good time to evaluate our success and weaknesses in Phase I. After the evaluation of Phase I we will make decisions for expansion in media placement, revisions of marketing materials, and other resources to improve the

ministries profiles. In Phase II we will have revenue generated from Phase I in order to help pay for media placement and marketing materials. Part of the revenue generated in Phase I will come from grants to offset the cost of production. At this time we recommend the number one project to produce is the programmed DVD, which highlights the three ministries to be used at the United Methodist Conference in May. The second priority should be the web site produced simultaneously with the programmed DVD and the dance video. As production ensues on the video and web projects articles can be written and ads designed for placement on June 1. During this time frame of two months, April and May, CONAM's focus should be to bring to the committee as many newly committed volunteers as possible. When the DVD and web site are ready CONAM's job is to get the volunteers out in the Houston community and UMC community to speak to as many groups as possible. The Third Sunday worship commercials we recommend running in the summer to take advantage of the summer rate specials and also build on the momentum of the May UMC Conference, articles and ads in publications, monthly e-mails, and public speaking. Since we are able to run PSAs for the Powwow we will place the updated PSAs in the first part of September. We believe this to be the best time to place publication ads and articles also. If there is money in the budget, we recommend buying airtime for the PSA to run the week before the Powwow. For Native American Sunday we recommend a continual effort through out the year of monthly e-mails, speaking to church groups with the aid of the programmed DVD, ads and articles in UMC publications of CONAM's choice.

Implementing the marketing plan for the wonderful ministries and programs offered by CONAM, we believe will create substantial growth, within one year, in each of the three ministries, Third Sunday Native American Worship, Native American Sunday, and The Powwow.

Keena & Company Recommendations for PR

Articles for publication in Houston Community Newspapers, The Houston Chronicle, and Methodist Church publications.

Public Appearances on radio, and TV.

Live speakers and video presentations at various monthly meetings, such as, Chambers of Commerce, Lion's Clubs, Kiwanis, etc.

Monthly educational events via Internet Pod Casting or live.

Postings on Community Bulletin Boards, such as, KHOU-TV, KPRC-TV, KTRK-TV, Access TV.

Production will be billed and payable to:

Keena & Company
9210 Stone Post Circle
Houston, TX 77064

Invoices will be submitted as projects are approved or completed and are due upon receipt

Signed: _____
Texas United Methodist Conference
CONAM

Date: _____

Signed: _____
Keena & Company

Date: _____