

Great Lakes Unity Region

Social Media | Marketing and Promotion | Master Resource Materials

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Two Page Marketing Plan

Purpose

Our purpose is our sacred “why”—a divine calling rooted in spiritual Truth.

It is unchanging and ever-guiding, calling us to express more love, light, and consciousness in the world. It isn't a goal to complete, but a spiritual path we walk every day.

Intention

Our purpose is eternal, but intention brings it into form.

When we give our spiritual intention a clear focus and a timeframe, we open the way for Divine Ideas to manifest—and we invite every heart in our community to take part in its unfolding.

Vibrational Match: Who We're Called to Serve

We may welcome all, but our connections are most powerful when we align with those who are a vibrational match to our message and consciousness. Who are we uniquely called to serve—and who is already seeking what we offer?

Values: Guiding Our Expression

Values reflect who we are and who we're becoming. In our marketing, they shape the tone, energy, and message we share—helping us attract those aligned with our spiritual vibration.

Spiritual Signature

What makes our ministry unique? This is where we name the qualities, practices, and energy that set us apart. It's how we express Unity principles in our own distinctive way—and what helps people say, "This feels like home."

Foundational Expressions of Our Spiritual Community

While we live our purpose in many ways, certain expressions—like our Spirit Groups—are part of the spiritual DNA of who we are. They hold us together in love, Truth, and shared growth.

What would fundamentally change our spiritual identity if it went away?

3-Year Outlook

This is a place to crystallize our mission, vision, and goals and describe what our church will look like a few years from now. By giving words to our picture of the near-term future, we help people see where we're going. We're not trying to be artistic with our language, but specific in how we describe the future.

Annual Goals

Our goals originate from our purpose and intent and we're tracking success through metrics and reporting. The intent is not to have too many, but to lift up a handful of goals that will be easy to understand and track. Alignment happens here.

90 Day Focus

As our entire team pursues our annual goals, how can we make significant progress in the next 90 days? By breaking our goals into smaller chunks, we're more likely to make progress.

Seed Planters Q&A Guide

This guide is created to answer common questions from those participating in the Seed Planters ministry. Whether you're just starting to engage online or looking for ways to deepen your impact, these Q&As are here to help you feel confident and supported.

➡ Facebook Basics

- Q: What's the difference between a Facebook Page and a Group?

A: A Page represents the public face of the church and is open to all. A Group is more private and interactive. As a Seed Planter, you'll be engaging with the church Page.

- Q: Do I need to be friends with someone to share a post with them?

A: No. When you share a post to your page, your friends can see it in their feeds.

- Q: What happens when I "Like" something—will everyone see that I did?

A: Some friends may see that you liked it, but mostly it tells Facebook the post is valuable and should be shown to more people.

- Q: What does "Following" a page actually do?

A: It means you want to regularly see the page's posts in your feed.

- Q: What's the difference between a "Like" and a "Follow"? Should I do both?

A: Liking shows support once. Following means you want updates. Doing both is best.

📁 Sharing Content

- Q: If I share something, can I delete it later?

A: Yes. You can go to your page and remove or edit anything you've shared.

- Q: What should I write when I share a post?

A: Keep it simple and heartfelt, like 'This blessed me today' or 'Hope to see you there!'

- Q: Can I share a post privately with just one person?

A: Yes, use the Messenger option to send it directly.

- Q: Will sharing church posts clutter my Facebook page?

A: No. It simply adds a meaningful post to your timeline, which most friends will appreciate.

Q: Do I have to share every post?

A: Not at all. Share the ones that truly speak to you—once a week is a great goal.

Privacy and Safety

- Q: Will strangers see my personal Facebook page if I engage with the church page?

A: No. Your privacy settings still control who sees your personal information.

- Q: Is it safe to comment on spiritual posts?

A: Yes. Just be kind and respectful. Your comment could uplift someone.

- Q: Can I stop people from commenting on my shared post?

A: Not entirely, but you can delete any comments you're not comfortable with.

- Q: What if I don't want everyone to know I go to this church?

A: You can limit who sees your post by adjusting the privacy settings on each share.

- Q: Do I need to change any settings before I start?

A: Only if you want to. You can begin as you are and adjust settings later if needed.

Purpose and Meaning

- Q: Does this really make a difference?

A: Absolutely. Even one post can reach someone who needs a message of hope.

- Q: What if no one comments on what I share?

A: That's okay. Many people see and appreciate posts silently.

- Q: How is this spiritual?

A: You're spreading light, encouragement, and truth—just in a modern way.

- Q: Can't the church just pay for ads instead?

A: Paid ads help, but real people sharing is more trusted and effective.

- Q: Why should I do this if I don't understand it all?

A: Because your intention matters. We're learning together—and each effort counts.

Support and Community

- Q: Can someone help me one-on-one?

A: Yes. Ask a fellow Seed Planter or church leader—we're here to support each other.

- Q: What if I make a mistake?

A: No problem. You can edit or delete anything. There's grace in this process.

- Q: How can I help others who feel unsure?

A: Encourage them gently. Lead by example with kindness and simplicity.

- Q: Is there a place for us to stay connected as a team?

A: You might create a Messenger thread or small group for support and check-ins.

- Q: How will we know this is working?

A: Watch for increased post reach, more visitors, and stories from people who were touched by what you shared.

Meeting People Where They Are

Purpose:

To create spiritually-aligned offerings that meet people where they are—emotionally, mentally, and spiritually—and invite them into deeper connection with Truth, community, and their own Divine Path.

Identify the Divine Appointments

Spiritual Principle: Divine Order reveals the right people at the right time.

Practice:

- Discern 3–5 archetypes or spiritual seekers your ministry feels called to serve:
 - **The Soul-Weary Parent** seeking peace in chaos
 - **The Purpose-Seeker** in career transition or questioning life’s next steps
 - **The Healing Heart** recovering from grief or trauma
 - **The Awakening Young Adult** exploring identity and authenticity
-

Create Spirit-Centered Resource Invitations

Spiritual Principle: We plant seeds by sharing light in ways people can receive.

Examples:

- **“Peace in the Pause”:** A mindfulness guide for overwhelmed caregivers
- **“Your Next Right Step”:** A 5-day email devotional for life transitions
- **“Soulful Reset”:** A journaling retreat-at-home kit for emotional clarity
- **“You Belong Here”:** A video series exploring spiritual identity and community

Formats:

- Guided meditations
 - Printable affirmation cards
 - Short-form video teachings
 - Devotional audio series
-

Share the Message with Spiritual Intention

Spiritual Principle: Where attention goes, energy flows.

Practices:

- Create a digital welcome space (simple page with loving language and opt-in)
 - Offer the resource through:
 - Social media as a sacred invitation
 - Sermon tie-ins and “soul homework”
 - Email blessings (not just campaigns)
 - Personal testimony sharing
-

Invite Deeper Connection

Spiritual Principle: Connection precedes commitment.

Practices:

- Follow up with a warm email sequence:
 - Day 1: Welcome with the offering
 - Day 3: A story of transformation
 - Day 5: Invitation to gather—online or in person

- Next-step options:
 - Virtual circle or class on the offering's theme
 - Sunday series to deepen the journey
 - Personalized follow-up call or prayer
-

Listen, Reflect, Refine

Spiritual Principle: We listen to Spirit and to one another.

Practices:

- Reflect on:
 - What offering stirred response?
 - What message felt most resonant?
 - What part of the path needs more light?
- Re-align resources seasonally or with new collective energy needs.

Building relationship Social Media

Feeling Welcomed and Connected Early On

- **Digital storytelling** offers a warm, personal introduction that feels like a friendly invitation rather than a formal announcement.
- It helps newcomers feel seen, understood, and personally welcomed *before* they even attend a service.
- Stories about real people and authentic experiences reduce the “stranger” feeling and create a sense of belonging.

Building Trust and Curiosity

- Hearing about relatable journeys and transformations helps newcomers trust the church’s message and mission.
- Digital stories spark curiosity and lower barriers to engagement because they show the *human side* of spirituality, not just doctrine or schedules.

Providing Accessible Entry Points

- Not everyone is ready to dive into a full sermon right away; storytelling emails or social media posts offer bite-sized, approachable insights that gently introduce spiritual ideas.
- This gradual approach invites newcomers to explore at their own pace.

Encouraging Next Steps and Participation

- Warm, inviting digital stories can motivate newcomers to take simple actions: visit a Sunday service, join a small group, attend a virtual event, or respond to an email.
- They feel invited, not pressured, which is crucial for authentic engagement.

Deepening Understanding and Commitment Over Time

- When newcomers attend Sunday lessons after feeling connected digitally, they come with *context* and *interest* that make the teachings more meaningful.
 - This layered approach nurtures ongoing spiritual growth and commitment.
-

In Short:

Digital storytelling gently opens the door and builds relationship, while Sunday lessons deepen understanding and community belonging. Together, they create a welcoming, trustworthy, and inspiring environment that helps newcomers feel at home and eager to explore more.

How to Invite Digitally with Warmth, Personality & Impact

1. Story-Driven Email Campaign: “A Journey of Awakening”

- **Concept:**
Instead of a cold “Join our event” email, send a **3-part email series** that tells a story of someone’s spiritual transformation at the church.
- **Structure:**
 - Email 1: Introduce “Meet Sarah”—her life before discovering Unity principles.
 - Email 2: Share a challenge Sarah faced and how a church event or ministry helped her.
 - Email 3: Invite the reader to experience this kind of transformation themselves, with a gentle call to join an upcoming event or service.
- **Why it works:**
Stories create emotional connection, show transformation, and invite naturally—no sales pitch needed.

2. Video Testimonial Clips: “Why I Keep Coming Back”

- **Concept:**
Ask 2-3 congregants to share a short (30-60 seconds) video clip about what drew them in and keeps them connected.
- **Distribution:**
 - Post on Facebook and Instagram Stories with a personal message from the minister or leader inviting viewers to “come see for yourself.”
 - Use as a warm “digital handshake” in email campaigns or on the website’s homepage.
- **Bonus:** Use subtitles and captions to ensure accessibility.

3. “Invite a Friend” Digital Challenge

- **Concept:**
Create a fun, low-pressure challenge that encourages members to invite one new person digitally.
- **Example:** “This week, invite a friend by sending them a link to our next service or a favorite Unity resource.”
- **Tools:**
 - Provide a pre-written text or social media DM template members can copy/paste.
 - Use a hashtag (#UnityInvites or #SpiritInvitation) to track participation on social.
- **Outcome:**
Builds momentum, helps congregants feel part of a movement, and normalizes invitation as a spiritual practice.

4. Personalized Video Invites from the Minister or Board

- **Concept:**
Ministers or board members record short, personalized video invites to different audience segments (e.g., seekers, long-time members, young families).
- **Distribution:**
 - Send via email or private Facebook group with a warm note (“We’d love to welcome you!”).
 - Post on social media as a “direct message” to followers or event invitees.
- **Why it’s powerful:**
Personal video feels intimate and caring — like a direct handshake, not mass marketing.

5. Warm Welcome Email Series for New Contacts

- **Concept:**
Create a 5-email sequence that introduces new subscribers or visitors to the church’s mission, key teachings, and ways to engage—feeling like a guided spiritual friend.
- **Emails Include:**
 - Welcome & what to expect
 - A favorite spiritual teaching or affirmation
 - Invitation to a no-pressure Zoom meet-and-greet or small group
 - Highlight of upcoming events or ministries
 - Gratitude message and encouragement to stay connected**Tip:** Keep tone conversational and inviting, not pushy.

6. Interactive Digital “Invitation Card”

- **Concept:**
Design a beautiful, digital invitation card (Canva is perfect) that members can download or share directly on social media, text, or email.
- **Features:**
 - Incorporate a QR code linking to the next service or event
 - Include a heartfelt quote or affirmation from Unity principles
 - Easy-to-edit text fields so members can personalize it (“From [Your Name]”)
- **Why:**
Makes inviting easy and attractive, and adds a personal touch without extra effort.

7. Behind-the-Scenes “Meet the Team” Social Series

- **Concept:**
Share short posts or stories featuring leaders, ministers, volunteers, or board members sharing why they love the church.

- **Call to Action:**
Each post ends with a warm invite to join a Sunday service or an event.
- **Why it works:**
People connect with people, and seeing genuine faces builds trust and invites naturally.

8. Use “Spiritual Invitations” Instead of Event Announcements

- **Reframe copy:**
Instead of “Join us for the Sunday service,” say:
 - “Are you seeking a community where your spirit can flourish? We warmly invite you to experience our Sunday gathering.”
 - “Step into a space of peace, growth, and joy — your spiritual family awaits.”
- **Apply across platforms:**
Emails, social posts, website banners, event invites.

9. Social Media Polls or Questions as Invitations

- **Idea:**
Use engagement tools like polls, quizzes, or question boxes on Instagram or Facebook Stories to spark curiosity and conversation.
- **Examples:**
 - “What does spiritual abundance mean to you?”
 - “Have you ever experienced a moment of deep peace in community?”
- **Follow-up:**
Respond personally and invite participants to a related event or service.

10. “Spiritual Care Package” Email with Invite

- **Concept:**
Send a mini spiritual care package via email: a meditation link, uplifting affirmation, and a personal invite to a relevant service or class.
- **Tone:**
Warm, nurturing, and like a gift — not marketing.

“ Fueling Ministry Year Round” Resources

~Rev. Kathy Engelhardt

Unity of Garden Park's Sustained Giving Program

Below you will find three resources to replicate the very successful sustained giving program presented by Rev. Kathy Endelhardt of Unity of Garden Park.

1. What you need to know is an informative letter to your congregation about your new program.
2. Soft opening letter
3. Payment agreement.
4. Canva Template Link For Love Offering

What You Need to Know About (your church name)

You are invited to participate in our Sustained Giving program. Your contribution represents the value that this ministry has in your life, and your generosity supports the good it does in this world.

Our Changing World

Just as email is replacing postal mail, credit cards are replacing checks (although we are still grateful to receive checks) and people are transitioning to online bill payments, electronic giving is the new, practical way of contributing.

Electronic Giving Made Simple

We can easily assist you in setting up a recurring contribution plan through:

- Automatic credit card or debit card deduction
- Automatic payment through PayPal

Benefits

- Prevents financial shortages when attendance drops due to weather and other factors.
- Your financial gift supports Unity of Garden Park when you are unable to be present.
- Helps you stay in the flow of giving and receiving by activating the law of giving.
- Reduces accounting expenses.
- Allows greater ease of record availability.
- Creates an easier system for donors to give and track their donation.
- Allows for more accurate budgeting and financial management for you and for Unity of Garden Park.
- You can change the amount of donation at any time.
- Donations can be processed weekly, twice a month, or monthly.

Security

- All transactions are in compliance with the **Payment Card Industry Data Security Standard**.
- You can discontinue your electronic giving whenever you choose.

Sign-Up

To get started you can:

- Complete the enclosed form, mail it to Unity of Garden Park or drop it off at the Unity of Garden Park administrative office.
- Call (513) 385-8889 to speak to Nichole Mix, our Office Administrator.
- All of your information will be kept in the strictest of confidence.

Soft Opening Letter

{Date}

«Address Block» Dear «Salutation»:

We greatly appreciate the difference you make by being a part of our Unity of Garden Park spiritual community. As a supporter of Unity of Garden Park, I invite you to participate in a new program, our Sustained Giving program. Becoming a Unity Sustainer allows your gifts and your loving consciousness to be present when you are not able to be present.

By being a Unity Sustainer, you allow us to plan our budget. Just like your household has monthly expenses, so does our spiritual home. Sustained Giving allows us to fulfill our mission of transforming lives and activates the spiritual law of giving and receiving.

Because of you, Unity of Garden Park is carrying out our important mission in so many ways. We have a powerful prayer and healing ministry, extensive adult education, amazing music, a growing youth and young adult program, generous community outreach, caring and supportive pastoral care, and Sunday services that transform lives. Your giving makes all of this sacred work possible. Like ripples on a global pond, together we are making a wonderful difference.

Sustained or consistent giving for churches is the new, practical way of contributing. It is simple, secure and has so many benefits. A recurring contribution; weekly, twice a month, or monthly can be made with credit or debit card. You can change the amount or discontinue your sustained giving whenever you choose.

We are Sustained Givers and it has been a wonderful experience. If you decide to accept our invitation, please complete the enclosed form and mail it to or drop it off at Unity of Garden Park. Please also let us know if you have any questions.

Thank you for being an important part of our spiritual home and for prayerfully considering this opportunity. You are a blessing to us and to Unity of Garden Park.

Gratefully,

Payment agreement

YES! I authorize Unity of Garden Park to begin Consistent Giving from the account noted below. I understand transfers are made as frequent as I give permission to allow (once a week, every other week, or once a month)

1. ***Directions To Complete Giving Yourself***

2. Go to www.unityofgardenpark.org
3. Click the orange "Donate" button (top right corner)
4. Click on the "Contribution Amount" you wish to donate, or specify "Other Amount"
5. Click the box indicating "I want to contribute this amount every"
6. Specify how often you would like to contribute
7. Enter email, click "Confirm Contribution"
8. Either sign into PayPal, or create an account using your debit/credit card

9. ***Credit Card Consistent Giving***

10. ☐ MasterCard ☐ Visa ☐ Discover ☐ AmEx

11. Amount: \$ _____ per: ☐ week ☐ 2 weeks ☐ month

12. Name on Card: _____

13. Card# _____

14. Expiration Date: _____

15. Security Code _____

16. Billing Address _____

17. City _____

18. State _____

19. Zip _____

20. This authority is to remain in full force and effect until I provide written notice to Unity of Garden Park of its change or termination. I agree that Unity of Garden Park will be allowed reasonable time to act on such notification.

Printed Name _____

Signature _____

Date: _____ Daytime Phone _____

Love Offering Template

An important aspect of this program is the kinesthetic and emotional replication of a real world act of giving. Each Sunday, a “giving certificate” is placed in the pew or seat. It can also be placed in a program or handed out by you greeters. When the love offering is collected, congregants hold this in their hands, symbolic of their automated gift giving and Bless it as they place it in the offering vessel.

This template has been created for ease of duplication in Canva. Open the link and modify it as you please. There is a space for a QR code so if someone is new to your giving program the gift can be made spontaneously through your payment method of choice. This could also be laminated for longer ware. They are designed to be approximately 8.5x1”.

This is an example:

side 1

Divine love Blesses and increase All that I have All that I give	QR code
Divine love Blesses and increase All that I have All that I give	QR code
Divine love Blesses and increase All that I have All that I give	QR code
Divine love Blesses and increase All that I have All that I give	QR code
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Divine love Blesses and increase All that I have All that I give	QR code

Side 2

Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church
Thank you for supporting our church

Canva Template Link

https://www.canva.com/design/DAG6FMD3kY8/abVRrGm7YbH670N8dg5Uqw/view?utm_content=DAG6FMD3kY8&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview