



SAUMC Vision:

May God’s light so shine through our...Passionate Worship; Radical Hospitality; Transformational Spiritual Growth; Risk-taking Mission and Service; and Extravagant Generosity...that all may come to know God.

SAUMC Mission:

To invite, receive, nurture, challenge and send forth committed Christian Disciples.

Organization (Standing Committee): Marketing

Purpose Statement:

The Marketing Committee is committed to reaching out and inviting all people from the surrounding community to experience St. Andrew according to his or her own interest. The committee will continually communicate messaging that conveys St. Andrew’s core values and readily differentiates St. Andrew from other faith communities.

Accountable For:

1. Reaching out to our surrounding community and enhancing general awareness so that newcomers will come experience St. Andrew.
2. Creating and recommending to Church Council a marketing plan and budget that conveys St. Andrew’s core values and readily differentiates St. Andrew from other faith communities. This plan will provide a rolling four quarter planning horizon, enabling cross-departmental planning and coordination of events and activities to maximize the potential end-to-end impact of each opportunity.
3. Refining the marketing plan to target *internal* audiences--with unique communication and messaging.
4. Refining the marketing plan to target *external* audiences--with unique communication and messaging focusing on those geographies and segments with the highest potential “yield” or propensity to attend St Andrew.
5. Assisting in the development of the website and provide consultation to ministry areas to make their individual sections more conducive and interesting to browsers based on proven website development principles.

Accountable To:

Church Council.

Membership:

The Marketing Committee shall include a chairperson, the Senior Pastor, the Executive Director of Operations, the Executive Director of Programs Ministries, and representatives of the congregation as elected by the Church Conference.