

CLIENT SUCCESS
STORY:

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How a Targeted Marketing Effort Sparked a Nonprofit's Growth



Who They Are

Church Initiative is a nonprofit ministry that equips over 30,000 churches worldwide to help people in life crisis. Church Initiative's brands include DivorceCare, GriefShare, Single & Parenting, and DivorceCare for Kids.

What They Needed

We were hired to broadly assess and expand Church Initiative's content and digital marketing infrastructure. To that point, the CEO had handled a majority of marketing activities. Our partnership with Church Initiative included rebranding, creating and managing editorial calendars across multiple platforms, executing marketing campaigns for new product launches, expanding brand awareness, growing social media platforms, and making long-term investments in such long-form content as eBooks. We collaborated with and directed staff, designers, and freelancers to accomplish these goals.

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Website Redesign and Rebranding

When we arrived, the Church Initiative website had a decades-old design and desperately needed a reboot. We developed the strategy and outline for a revamped, streamlined website that appealed to Church Initiative’s main target audience—pastors and decision makers at churches. We collaborated with internal designers and web developers to make the vision a reality.

2 Outreach to your community

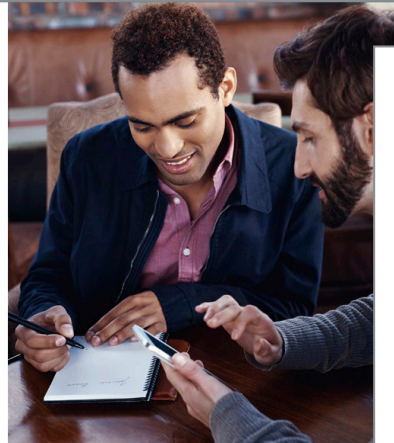
The brokenhearted in your community are crying out for hope.

Many won't attend a Sunday service at your church. But they will attend a support group. This is "side-door" ministry—drawing people to your congregation who wouldn't normally enter your front door on a Sunday morning.

"When do people most often come to church? It's when there has been pain in their life."

— Leader

In addition to helping those already in your congregation, our teaching materials equip you to provide weekly support and encouragement to people who might otherwise never have contact with your church.



3 Equipped & trained lay ministry teams

Our programs could actually free up time for pastors and staff at your church.

We help you tap the passion and abilities of lay leaders—individuals in your church who have experienced a life crisis and are called to help others who face similar struggles.

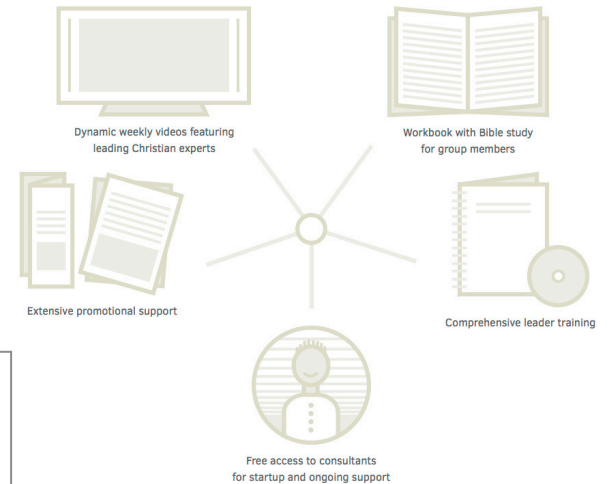
"The training touched a passion deep inside of me, which has been buried for all these years."

— Leader

Often, these motivated people want to serve, but don't know where to begin. Our resources provide the tools that will help them succeed.

Unique curriculum design

Church Initiative programs equip lay volunteers for successful church-sponsored ministry. Our programs feature:

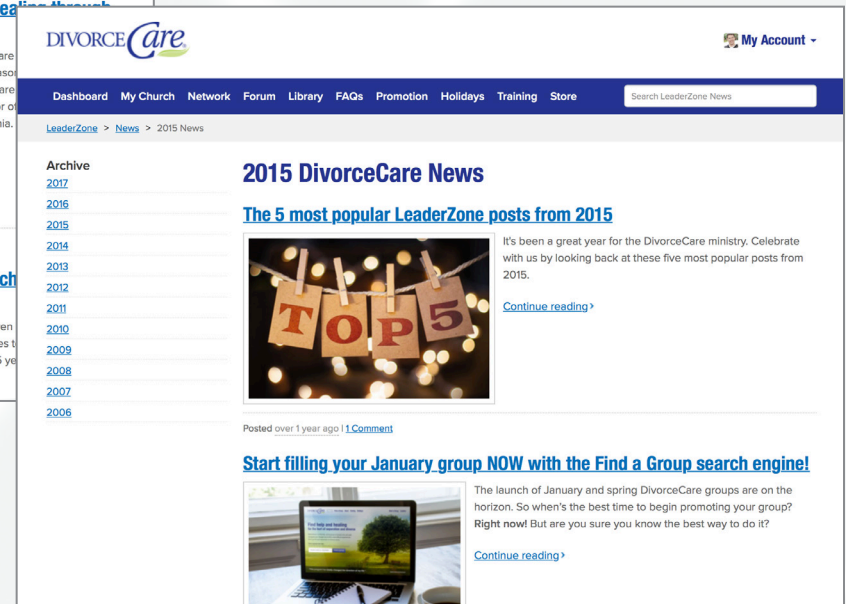


CLIENT SUCCESS STORY:



Blogging

A significant part of Church Initiative’s success is by retaining current member churches in its network. Part of the way the organization achieves this is through four brand blogs dedicated to reaching and informing lay and church leaders. When we arrived, these blogs were seldom updated, but we quickly leapt into action and created editorial calendars, a source for corralling post ideas, a steady stream of content, and a marketing infrastructure to promote the content.



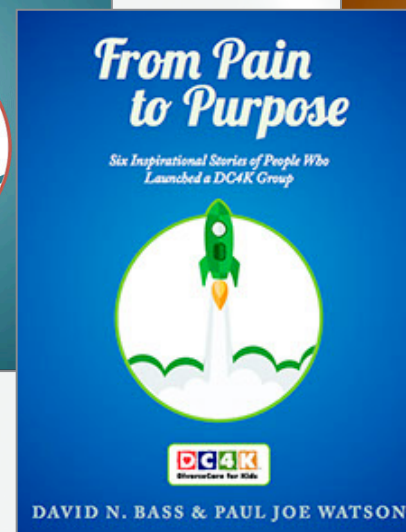
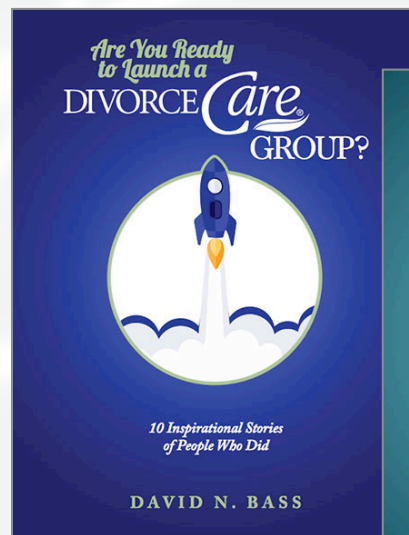
Results:

During a 14-month period, increased traffic from 2,517 pageviews to 36,806 pageviews.

eBooks and Guides

In addition to shorter-term projects such as blog posts and social media, we took the long view with robust, lead-generating long-form content. We envisioned, wrote, published, and marketing five eBooks to increase brand awareness and attract new customers. For one, *Gray Divorce Crisis*, we worked with Church Initiative designers and communications professionals to create a powerful landing page as well.

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Email and Video Marketing


We also contributed to video and email marketing. We wrote and developed a script for a 1:50 minute marketing video promoting the new *Gray Divorce Crisis* eBook, and we spearheaded copy for three email blasts promoting the book.



DIVORCE *Care*
Get your FREE eBook

The gray divorce crisis

How will your church respond to the Baby Boomer divorce explosion?



See how gray divorce affects people in communities like yours

Divorce rates are down, right?

Not for one demographic—Baby Boomers in their 50s, 60s, and even 70s are divorcing at an alarming rate.

In fact, the divorce rate for these men and women doubled between 1990 and 2010. By 2030 it is projected to rise by an additional 30%.

This trend is known as **gray divorce**, and it profoundly impacts your community and your church, targeting those who have classically been the leaders and bedrocks of local congregations.



Year	Divorce Rate (Relative)
1990	Low
2010	Medium
2030 projected	High

Thankfully, there's a new resource to help. It's a FREE ebook called *Gray Divorce Crisis: 10 Ways Your Church Can Respond to the Baby Boomer Divorce Epidemic*.


What's inside?


- 8 reasons why gray divorce happens
- 7 hardships that Baby Boomers face in gray divorce
- 10 practical tips for ministry you can begin applying right now
- Strategies for helping young couples avoid gray divorce


Download the book to learn why the Baby Boomer divorce epidemic is happening and what your church can do about it.

Get your FREE copy today

Share *Gray Divorce Crisis* with a friend.

 Share on Facebook
 Post on Twitter

 Email to a friend


Get your FREE eBook for more ministry tips

CLIENT SUCCESS STORY:



New Product Launch

We arrived shortly before Church Initiative rolled out an entirely revamped version of its popular GriefShare curriculum in 2014. We managed the content marketing rollout of the new product, including blog and social content.

Results: 135 percent increase in traffic and a doubling of sales



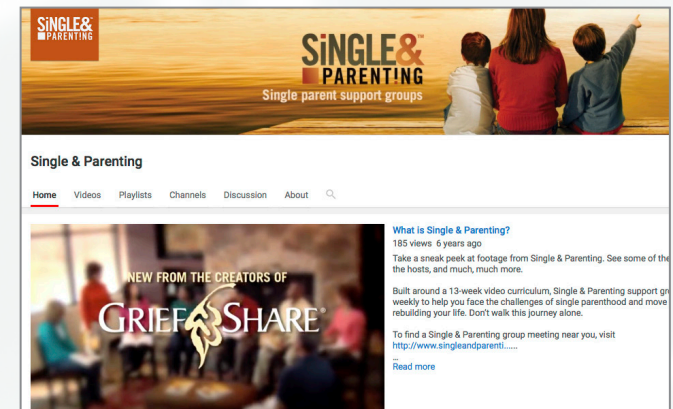
135 percent increase in traffic and a doubling of sales compared to the most recent past product rollout.

Social Media

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Church Initiative already had a steady stream of social media content for its brands, but the content was primarily in text format and lacked the firm direction and confidence provided by an editorial calendar. We initiated the development and design of more photo- and video-centric content for Facebook, Twitter, and Google+ while building powerful brand channels on YouTube as well.



For DC4K blog, we leveraged Facebook to generate 21,950 total pageviews during a three-month period compared to 16,607 pageviews for the previous 11-month period. We also increased the number of Facebook fans for DivorceCare by 50% and by 59% for GriefShare.