



life

EASTER PROMO PITCH
IN COMMON

EASTER 2021

THEME

We're more the same than we are different, we have so much more in common: We are designed with purpose and we have all shared in experiences, including lockdowns and everything that goes along with the global pandemic. The fact that we are all loved by God that He would send his only Son to die on the cross for our redemption.

This Easter, we want to speak unity and draw together connections rather than highlight our differences. We want to break down the "us and them" divide with non-Christians to let them know about a God who loves them.

NAMES

IN COMMON

NEIGHBOUR

WHAT WE SHARE

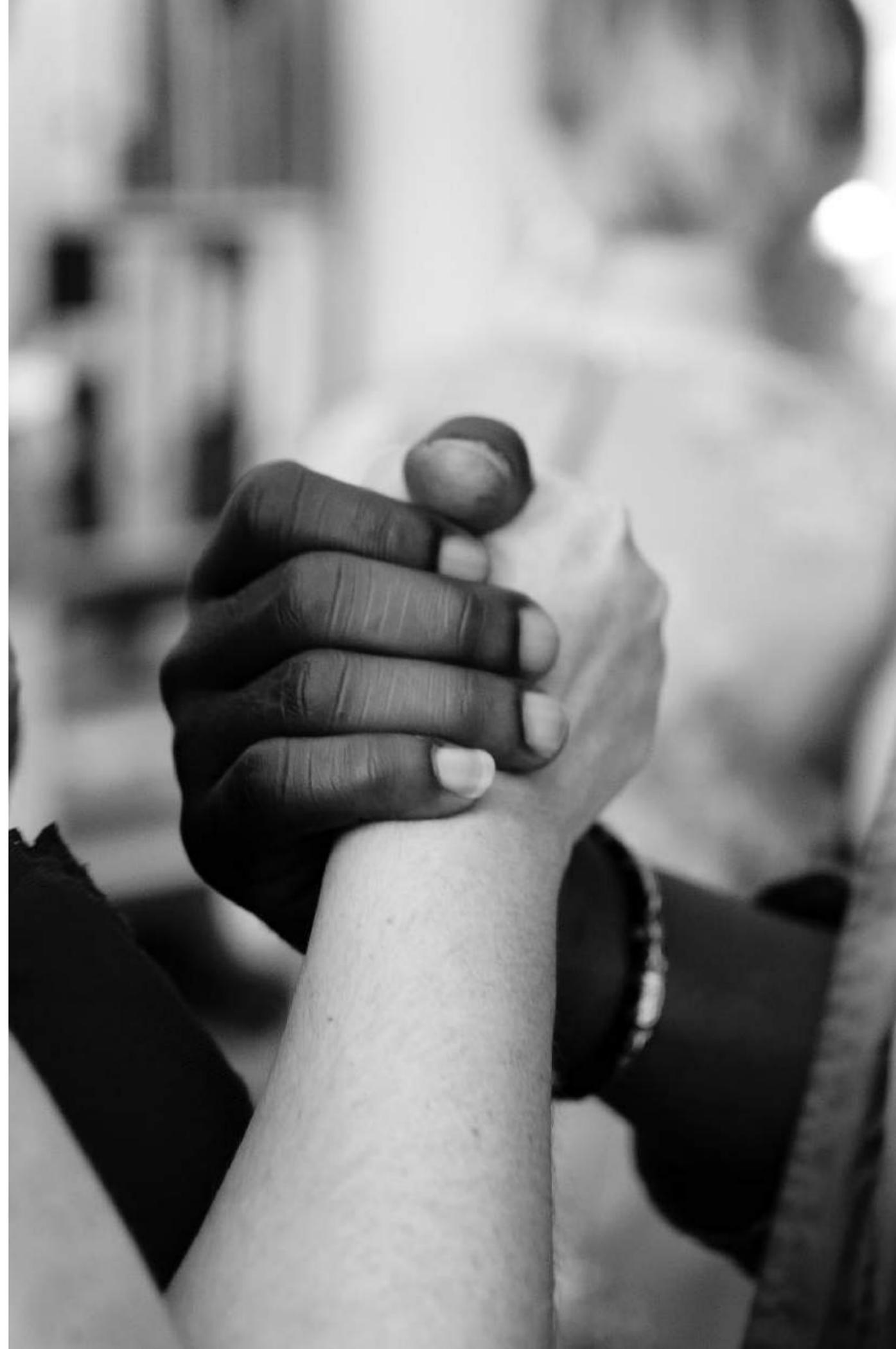
IN OUR BLOOD

COMMON GROUND

THE COLLECTIVE

Finally, all of you, have unity of mind,
sympathy, brotherly love, a tender heart,
and a humble mind.

1 PETER 3:8



ACTIVATIONS

Find Your Common Ground

We know that the most effective way of getting new people to church is through personal invitations. That's why for Easter, we want to challenge people and equip them to have conversations with people who they might not normally interact with and encourage them to **find their common ground.**

This is the basis of our proposed Easter Activations, leading people to have conversations to find common ground with others with a call to action to [find out more things you have in common this Easter at LIFE.](#)



EXTERNAL MEDIA

Adshels

Capturing people's attention while they wait for the bus, often around other people.

Conversation starters that encourage people to have a conversation with the person next to them to find their common ground.

CTA: Find out more that you have in common this Easter at LIFE.



INTERNAL

Invitation Cards

A4 perforated sheet of conversation starter cards

Questions to help people have conversations with others with the goal of finding common ground.

The reverse of the card will have Easter invitation details for people to leave with the person they are having a conversation with.

CTA: Find out more that you have in common this Easter at LIFE.



INTERNAL

Coffee Cup Conversations

Themed coffee cups for the month leading up to Easter

Coffee is often a social drink, so we want to encourage connection and conversation with others in the foyer.

i.e. ***You've got your coffee, why don't you meet someone new and find some common ground. Here's a conversation starter to help you out...***

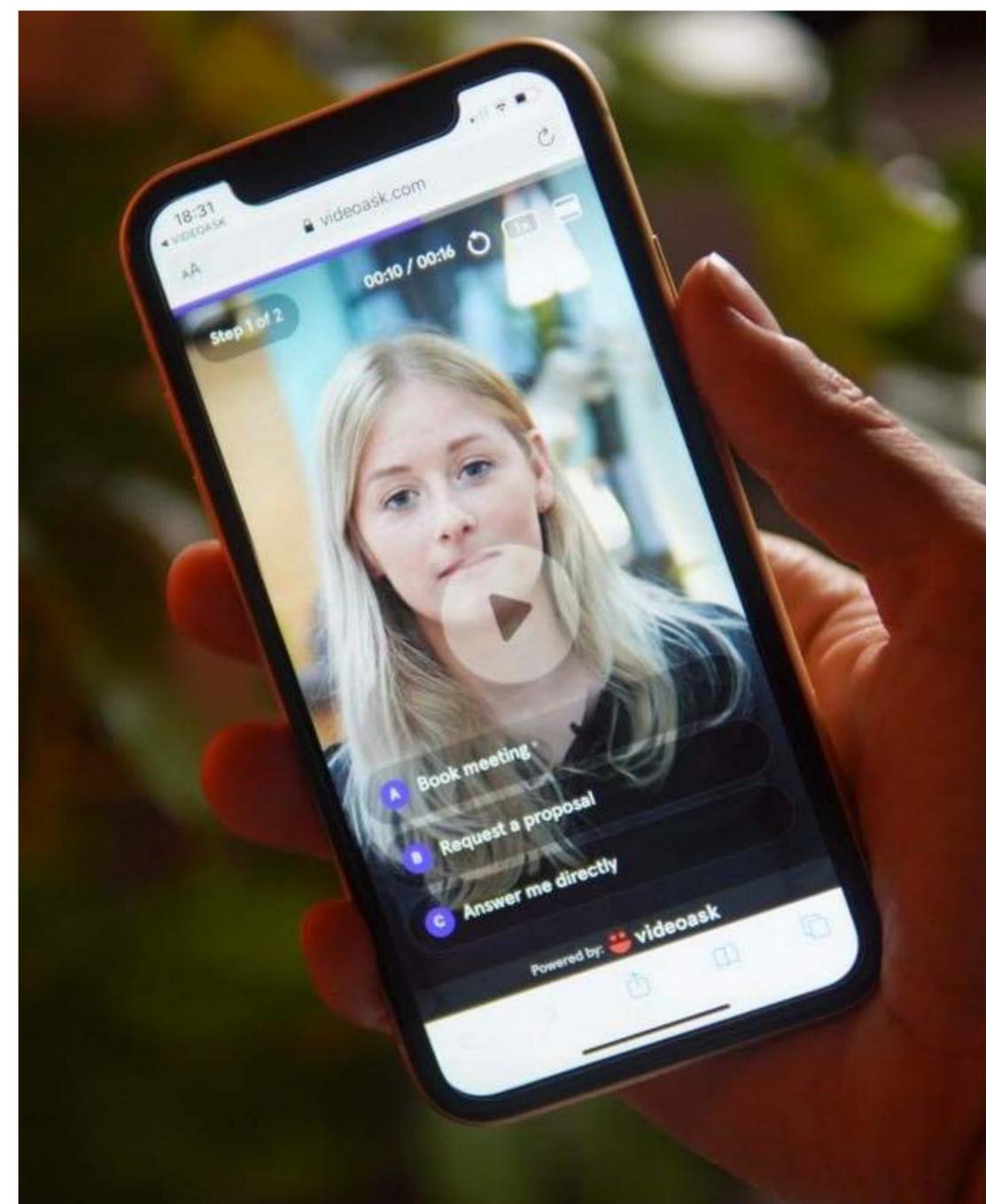


DIGITAL

Conversation Tips

Interactive Website which gives people helpful tips on how to have conversations.

- We would recommend using VideoAsk - a video driven form platform which means that it would feel like the participant is having a conversation with someone as they complete the form
- This is to encourage and equip people with conversation starters, skills and tips to find common ground with others, with the aim of inviting them to Church.
- We can create a series of videos that asks questions such as -
 - How confident are you in inviting people to Church? and based on their answer, give tailored answers, tips.
 - We can also ask questions like - “Now that you are feeling equipped, who is one person that you can think of that you can invite to Church?”
- Then, send them an email with tips, hints and other useful information automatically once they have filled out the form.
- Subscribing them to Mailchimp, we can also send them a follow-up email encouraging accountability a week later.

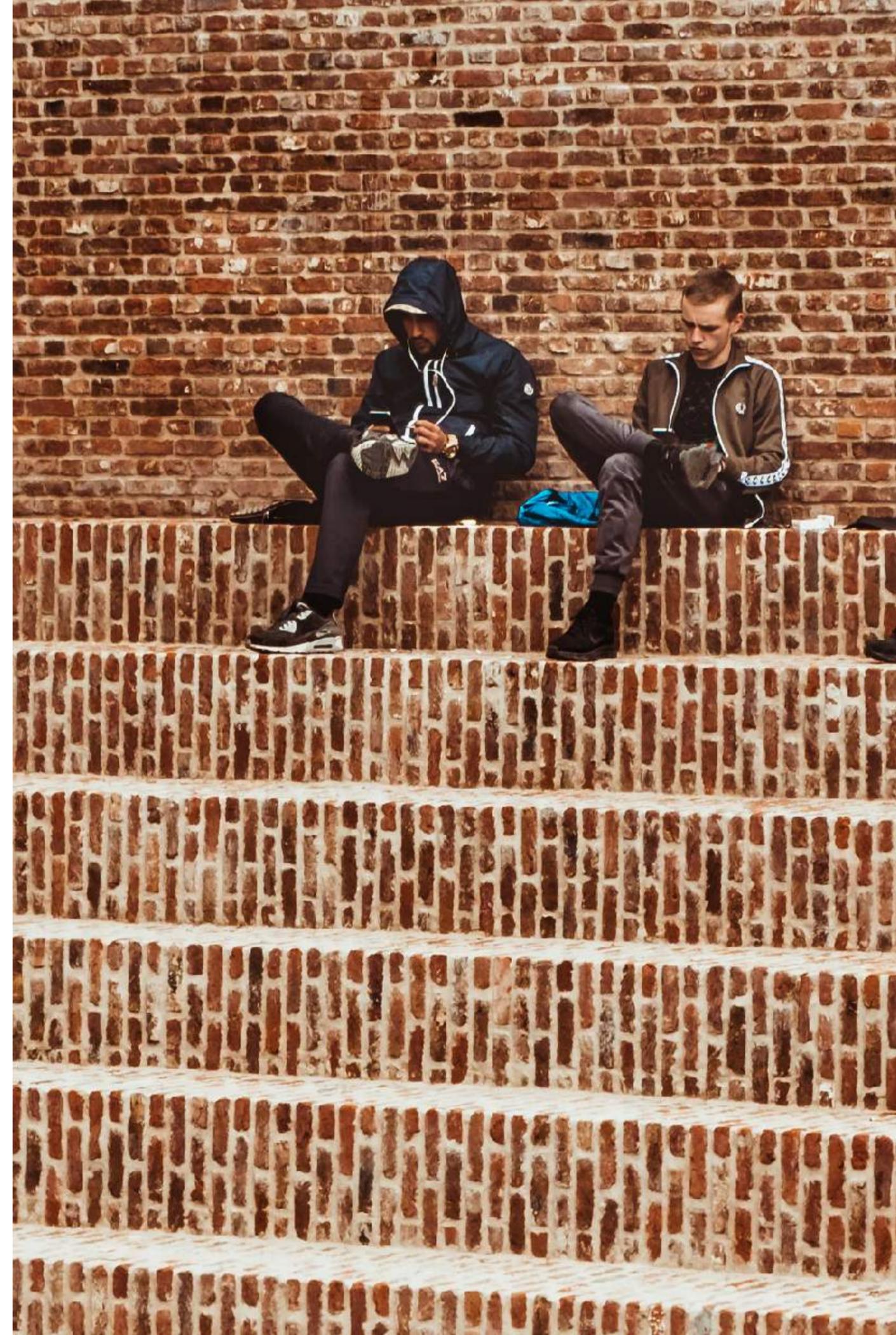


SOCIAL

Stop Scrolling, Start Conversations

Targeted advertising that captures people while they're mindlessly scrolling (probably waiting for something/someone).

Similar idea to the bus stop, but in a social media setting where we challenge that person to have a conversation with someone next to them to find their common ground.



SOCIAL

What's Our Common Ground?

Instagram filter that prompts people to share something and then encourages others to respond if they're the same.

This is a great way to get people to engage the youth and encourage them to share the Easter message on social media. It's also a nice activation that external audiences would participate in, in order to find common ground with others.

