



Center for Church
COMMUNICATION

2013

Annual Report



Letter from the President

Dear Supporters,

When Drew Goodmanson offered me the opportunity to lead the Center for Church Communication (CFCC) board beginning in August, I was honored and surprised. As an active church communicator in Miami, I was humbled to be considered for such a role. I have seen God bless so many people through the ministry of CFCC and am looking forward with excitement to what the next season holds.

What Drew led CFCC to accomplish in his tenure was truly spectacular. In the last year, we have had the opportunity to equip church communicators in some incredible ways. A few of the highlights include:

Our Church Communications survey launched in the beginning of the year to an astounding 800+ responses.

We published two new books: **Dangerous: A Go-to Guide for Church Communication** and **Church Communication Heroes Volume 1**.

Mark MacDonald joined the board and led the first ever Certification Lab in Nashville, Tenn. The lab was co-taught by seasoned church communicators: Gerry True, Stephen Brewster and Phil Bowdle and had over 25 participants from all over North America.

As I look ahead to the next season, I'm excited about the opportunities available for CFCC to leverage:

Kevin D. Hendricks continues to write compelling and challenging content on our blog, Church Marketing Sucks. In 2014, he will begin a book series on Getting Started in Church

Communication. We are committed to helping new church communicators help their churches communicate better.

CFCC founder Brad Abare has returned to the board as an advisor. I'm so thankful to be collaborating with such a visionary and follower of Jesus.

Chuck Scoggins has stepped up in a huge way, looking for opportunities to provide new content, such as a Church Marketing Podcast.

I look forward to what 2014 has in store and I pray that it will benefit many churches. To God be the glory.

Thank you for allowing me the opportunity to contribute to such a worthy cause.



David Uribe
CFCC Board President



Overview

We are a firebrand of communicators, sparking churches to communicate the gospel clearly, effectively and without compromise.

We are made up of passionate change agents, experienced comm professionals and thoughtful instigators; advocating for communicators to find their place in the church - and helping the church get through to their communities so that churches know who they are and are unashamed to tell others.

We identify, resource and celebrate the next generation of church communicators, encouraging them to focus their tenacity and talent for excellent communication, so that churches are sought out by the communities they serve.

We provide smart coaching and mentoring through social media, publishing, events and one-on-one relationships, spotlighting communication that is true, good and beautiful - prompting others to do the same - so that more outsiders become a part of a church community.

We remove barriers to change the way people see Christians and how they speak about the church by promoting relationships, resources, ideas and models for communication. We collaborate people's gifts/skills to work in concert with the creator and their local church.

As God's story comes alive to us and others, we see gospel-centered local churches that captivate the attention and liberate the imagination of their community, resulting in more people saying, 'That's what church should be!'



History

The Center for Church Communication started as an idea to help churches communicate better. The initial roots go back to the late 1990s when Brad Abare started a marketing agency that worked with a handful of churches and ministries. The idea was to help as many people as possible for as little money as possible. It quickly became clear that ministry pricing didn't equal financial sustainability, so Brad continued to help churches on the side while growing his company as a separate entity outside of the "church market."

Several years later, in 2004, Abare tried again to launch a stand-alone company that would work exclusively with churches. During a planning meeting for the launch of CFCC, the idea for Church Marketing Sucks was also born. Together, the Center for Church Communication and Church Marketing Sucks would both serve churches by drawing attention to effective communication and offering resources for accomplishing the task.

It didn't take long for CFCC to abandon its original commercial model, and instead come alongside and be the overarching organization for Church Marketing Sucks, the Church Marketing Lab and other projects being hatched. CFCC would be the nonprofit hub for multiple communication support streams, and continue to foster and facilitate a community of church communicators around the world. In 2005, CFCC was incorporated as a 501 c(3) not-for-profit organization, and was officially granted tax exempt status on June 20, 2006. From June 2006 to June 2009 each of CFCC's initiatives continued to develop, expand, gain audience and foster community. During the summer of 2009, CFCC team members responded to the need for a greater support structure and put plans in place to establish a CFCC board of directors.

Following the establishment of the board in 2009, an executive directorship position was created so strategic coordination of CFCC efforts could foster even greater support for churches looking to communicate well. Justin Wise, who served in that role through 2012 and into 2013, stepped down in February. The board launched a search for a new executive

director before tabling the search, choosing to rely on the leadership of the board president and the return of Brad Abare as an advisor.

As the board has continued to grow and refine its focus, a board operations director role, currently filled by James Martin, and an administrative role, currently filled by Katie Strandlund, were added. Both provide needed focus and structure for ongoing growth of the organization.

In 2013 CFCC looked to further equip church communicators through hands on events such as the first ever Certification Lab and new resources, including two ebooks in 2013 and plans for more in 2014.

CFCC VALUES

- Reflecting Jesus
- Clear communication
- Continued learning
- Generosity in spirit and resource
- Praising, supporting and equipping others
- Collaborating with integrity and transparency
- Humility in expressing our unique personalities
- Disagreeing well
- Not stealing from others
- Owning mistakes and resolving problems
- Building friends for life, not friends for leverage



2013 Quarterly Summary

First Quarter (January-March)

- Discussions continued to build a 101 Certification Program for church communicators.
- Justin Wise stepped down as CFCC executive director.
- Lori Bailey stepped down from the CFCC board of directors.

Second Quarter (April-June)

- Board member Emily Elgin oversaw the execution of an extensive CFCC survey distributed through our mailing lists & Church Marketing Sucks.
- Continued to support the Creative Missions project, an effort to send church creatives to serve churches who need help with communication. This year the Creative Missions trip went to Alaska.
- **Dangerous: A Go-to Guide for Church Communication** was released as an ebook with print versions available as well.

Third Quarter (July-September)

- The executive team met after the Echo Conference for a board-wide meeting.
- CFCC had an exhibit booth presence at Echo Conference to connect with church communicators and share the upcoming Certification Lab.
- Emily Elgin stepped down from the CFCC board of directors.
- Mark MacDonald joined the CFCC board of directors to lead the Certification Lab.
- David Uribe succeeded Drew Goodmanson as board chairman.
- Brad Abare returned as an active advisor to the CFCC board of directors.

Fourth Quarter (October-December)

- The first ever Certification Lab was held in Nashville, Tenn., with over 25 participants from all over North America.
- **Church Communication Heroes Volume 1: Lessons From Those Who Have Gone Before** was released as an ebook.
- Discussions begin for development of new tools and courses to further equip church communicators.
- Kevin D. Hendricks developed a plan for further book releases in 2014.



CFCC at Work in 2013

Church Marketing Sucks (blog)

Status: Launched July 2004

churchmarketingsucks.com

The Church Marketing Sucks blog has been CFCC's most popular and visible service to churches. The site features helpful ideas and practical resources, commentary and inspiration, and a strong voice championing church communication. Highlights in 2013 included the continuation of the Getting Started interview series, which featured interviews with more than a dozen communicators; a content partnership with Creative Missions that included how-to articles written by former participants (which were ultimately collected into the **Dangerous: A Go-to Guide for Church Communication ebook**); and lots of topical articles on issues ranging from commentary on Pope Francis to practical social media resources and communication how-tos.

Social Networking: Twitter & Facebook

Status: Launched in August & October 2009

twitter.com/cmsucks

facebook.com/churchmarketing

Envisioned as extensions of Church Marketing Sucks, these services deliver content via status updates, condensing church marketing content to 140 characters or less. Twitter content is imported to Facebook and served on our fan page alongside links to blog posts, job listings and more. The mini content offers more opportunity for interaction and the ability to cover more material. Much of the content is unique and not covered on the blog. The Twitter feeds of CFCC web properties have more than 17,000 followers and the Facebook pages have nearly 3,000 likes.

Church Marketing Lab

cfclabs.org/cml

Status: Launched March 2006

Feedback can make all the difference, which is why we started a group to share and critique church marketing materials. This group is hosted on Flickr and enables people to share their work, offer their feedback and improve church communication. It's the power of the people, working for the church. Currently led by Laura Bennett and a team of volunteers, the group includes more than 5,000 members who have posted more than 12,000 images and 4,000 discussions. A Twitter feed was also launched in late 2008 and currently has more than 7,000 followers.

Job & Freelance Boards

freelance.cfclabs.org

jobs.cfclabs.org

Status: Launched May 2007

Looking for church marketing or communications work? Need to fill a church communication problem? Look no further. The folks who brought you Church Marketing Sucks and the Church Marketing Lab are now connecting the church with creative professionals. Post a full-time job in the Job Board or a part-time freelance project in the Freelance Board.

Advertising Network

cfclabs.org/advertising.html

Status: Launched December 2006

The CFCC Ad Network reaches a concentrated group of communication professionals unlikely to be found anywhere else. The network serves up approximately 750,000 page views every year. The bulk of the traffic is on our flagship conversational piece, Church Marketing Sucks. The remaining traffic comes from the CFCC site, the Job and Freelance Boards and other channels as they come online.

Events Calendar

cfclabs.org/events

Status: Launched June 2006

A major way to help church communicators is to connect them with their peers. We've assembled a public calendar listing all sorts of church communications and marketing related events, powered by Google Calendar, called the Events Calendar.

Books

Status: Launched September 2011

Our endeavor into publishing resources began with **Outspoken: Conversations on Church Communication**. It brought together over 60 church communication leaders from around the globe, sharing their ideas and insights on various topics including branding, websites, social media, leadership, design, writing and more. In 2013, we released two new books: **Dangerous: A Go-to Guide for Church Communication** and **Church Communication Heroes Volume 1**. All titles continue to sell well and plans are in place to publish additional books in 2014.

Creative Missions

Status: Launched May 2011

CFCC helped support the vision of our friend Cleve Persinger, along with Eric Murrell and Andy Burns, as they launched the Creative Missions outreach. It's a short term 'creative' missions trip where church creatives can put the skills God had given them to use by helping other churches communicate better. CFCC helped support the effort by spreading the word through Church Marketing Sucks and by handling all of the donations and finances for the effort. This year 29 participants served 30 churches in Anchorage, Alaska. Prior to that, Creative Missions served in Northwest Arkansas and in Albany, N.Y. In 2014 Creative Missions will be serving churches in the Baltimore, Md. area.

Firestarter

Status: Launched July 2010

Firestarter is a way to recognize churches that have ignited ideas and sparked brilliant communication. The goal of the project is to fan the flame and spread those creative embers to other church communicators. What started as a once a year award transitioned to multiple awards per year in 2012. In 2013 we were honored to recognize Trinity+Main Church in Vancouver, Canada with our Firestarter Award. Trinity+Main is proof that you don't have to be a large church with a big budget to create compelling communication pieces. This church plant that is still in their beginning stages is already ahead of the curve and fanning the flame of creative communication to other churches.

Certification Lab

Status: Began in 2013

CFCC launched this intensive two-day workshop to equip church communicators and provide them with valuable networking opportunities. The first lab was held in Nashville, Tenn. and taught by Mark MacDonald, Gerry True, Phil Bowdle and Stephen Brewster. Over 25 church communicators from all over North America attended. The group will continue to learn together through Google Hangout sessions over the next several months.

Looking Forward

In 2014, we hope to continue to create valuable resources and provide opportunities, online and offline, for people to connect. Through continuing to create ebooks, offering additional Certification Labs, and possible online tools, we believe 2014 will be a key year of CFCC moving forward and resourcing the church with tools to help them communicate the message of the gospel more effectively.



CFCC Leadership



Mark MacDonald is the senior church brand strategist for BeKnownforSomething, an international agency that helps churches and people intentionally become known for something that will create relevance in their community. For the last 27 years, Mark has served as designer, creative director and strategist in one of Eastern Canada's largest agencies and at PinPoint Creative in North Carolina. He and his wife of 23 years has a son in seminary and a son studying live sound engineering in Houston. He's overseeing the development of the national Certification Lab.



James Martin gets things done, using business wisdom and technical know-how. He's the president and COO at Monk Development, driving business development and performance management to help this church technology company succeed. He has over 15 years worth of experience in business strategy and leadership, managing multi-million dollar initiatives and other projects that business buzz words would best describe. He serves the church as the marriage and family pastor at The Resolved Church in San Diego. He's also a former police officer and lives in San Diego with his wife and three kids.



David Uribe is the director of arts and communications at Christ Fellowship Miami, working closely with all of the Christ Fellowship ministries to focus on design direction and plan creative strategies. David joined the team as a video producer in January 2011, after working in animation and design for the post-production house Thirdeye Design Group for eight years. David and his wife, Genie, live in Miami with their greyhound Ramsey.



Brad Abare is the founder of the Center for Church Communication. He consults with companies and organizations, helping them figure out why in the world they exist, why anyone should care and what to do about it. He and his wife Jamaica live in Los Angeles with their daughter, Miró.



CFCC Team Members



Adam Legg is the creative arts and communications pastor at ChangePoint church in Anchorage, Alaska. He is an artist, writer, blogger and bearded Alaskan. Adam's passion is to see our churches full of followers of Jesus whose lives are overflowing with grace and truth. Adam oversees the Firestarter initiative for CFCC and handles the CFCC and Church Marketing Sucks Facebook pages.



Chuck Scoggins oversees the Job & Freelance Boards for CFCC and helps with leadership on many of our various projects. When he's not working for the CFCC he runs a design and app development company, is part of the adjunct faculty at Lindenwood University, and is the author/editor of several books. He's also a blogger, consultant, graphic designer and video producer who is passionate about leveraging technology to help people. You can follow him on his blog, chuckscoggins.com.



Katie Strandlund loves helping other people win. At CFCC she serves in an administrative/project management role with the Church Marketing Sucks team and the CFCC board. By day you can find her running her company, Dirty Work, helping artists, writers, entrepreneurs and experience designers bridge the gap between ideation and implementation. She blogs occasionally at CautiousCreative.com where curiosity finds courage.



Kevin D. Hendricks is a freelance writer, editor and web geek. He's our editorial director, overseeing Church Marketing Sucks content, ebooks, Twitter and more. His communications company, Monkey Outta Nowhere, has worked with major national organizations and tiny local businesses, both secular and faith-based. Kevin has been blogging since 1998, once spent a summer as a yo-yoing street performer on the streets of Chicago and likes to read a lot. Kevin and his wife, Abby, live in St. Paul, Minn., with their two kids and three dogs.



Laura Bennett is the leader of the Church Marketing Lab, our online community that provides helpful feedback on design, web and video projects. Laura is a Georgia girl living in Chapel Hill, N.C., as a freelance graphic designer and communications consultant. She has served as communications director at The Fellowship (formerly Two Rivers Baptist Church) and is a Creative Missions alum. Laura is a member of The Summit Church, a multi-site church based in Durham, N.C.



CFCC Financials

Income

| | | |
|------------------|-----------|---|
| Amazon Referrals | 1,438.59 | ■ |
| Writing | 400.00 | ■ |
| Events | 10,431.47 | ■ |
| Contributions | 16,006.53 | ■ |
| Ad Network | 6,500.00 | ■ |
| Book Sales | 6,378.60 | ■ |

Total Income **\$41,155.19**

Expenses

| | | |
|------------------------|-----------|---|
| Bank Service Charges | 1,363.05 | ■ |
| Contract Labor | 19,975.00 | ■ |
| Dues and Subscriptions | 2,174.43 | ■ |
| Licenses and Permits | 76.54 | ■ |
| Miscellaneous | 125.00 | ■ |
| Postage and Delivery | 310.83 | ■ |
| Supplies | 150.00 | ■ |
| Telephone | 581.89 | ■ |
| Travel | 4,764.61 | ■ |
| Cost of Goods Sold | 9,136.19 | ■ |

Total Expenses **\$38,657.54**



