

2015

Annual Report



Center for Church
COMMUNICATION



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A LETTER FROM THE EXECUTIVE DIRECTOR

Every year I get the privilege of reflecting on the previous year and the success of the Center for Church Communication (CFCC) in fulfilling the mission of sparking churches to communicate the gospel clearly, effectively and without compromise. Our mission isn't about advancing a platform. It's not about making money, selling products, nor filling seats at an event. It's not even about church communicators. It's about the church. It's about the gospel.

To be sure, projects such as Church Marketing Sucks, the Certification Lab, books, #cmschat Twitter chat, Church Marketing Podcast and many of the other things we do help the individual church communications professional. But, the goal is always about helping the church communicate the gospel more clearly. When the local church wins, we win.

It is such a blessing to serve with team members who selflessly contribute to the overall success of the organization. As I write this, I'm only a day or two removed from meeting with the CFCC Board of Directors to strategically map out a plan for serving you in 2016. The people of this organization truly care deeply for you. We realize you're in the trenches doing the hard work. Our calling is a labor of love. We are here for you. You might not ever see us, but we are cheering you on!

My encouragement to you is to be courageous. Be bold in your storytelling. Be strong in advocating for your congregation. Go hard after humble servanthood of your lead pastor. Bravely serve your fellow ministry leaders. Resolutely lead those around you. The tenacity you show in caring for typefaces, color pallets, pixel perfection, story arcs and metaphors reflects the brilliant glory of the God you follow.

Do your thing with excellence; and, we will continue to do our best to be there for you. Courageous storytellers welcome.

Here for you,



Chuck Scoggins
Executive Director



WHAT WE DO

The Center for Church Communication (CFCC) is a 501(c)(3) nonprofit organization that works to help churches communicate better.

We're a firebrand of communicators, sparking churches to communicate the gospel clearly, effectively and without compromise. We're advocates for church communicators. We're fans of local churches. We're fellow strugglers. We provide smart coaching and mentoring through blogs, social media, publishing, events and more. We promote relationships, resources, ideas and models for communication that will change how people see Christians and the church.

We want to see more people saying, "That's what church should be!"

OUR 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



OUR 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. 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.

TIMELINE

- 2004 First Church Marketing Sucks blog post goes live in July
- 2005 CFCC incorporates as a nonprofit
- 2006 Church Marketing Lab launches
- 2009 Establish board of directors and executive director position
- 2011 Publishing efforts begin with *Outspoken: Conversations on Church Communication*
- 2013 First Certification Lab is held in Nashville, Tenn.
- 2014 Church Marketing Podcast goes on the air
- 2015 Weekly #cmschat on Twitter begins



OUR PROJECTS

CERTIFICATION LAB

An intensive, two-day workshop to equip church communicators and help them get better. In 2015, successful events were held in Dallas and St. Louis.

CHURCH MARKETING LAB

Feedback can make all the difference, which is why we started a group to share and critique church marketing materials. Images are posted for response and an active discussion board handles questions, all powered by the community and moderated by volunteers.

CHURCH MARKETING PODCAST

Launched in 2014 and hosted by Dave Shrein, the podcast comes out monthly and includes conversation on church communication.

CHURCH MARKETING SUCKS

CFCC's most popular and visible service to churches, the blog features helpful ideas, practical resources, inspiration and a strong voice championing church communication. 2015 saw more free social media graphics offered for churches to use and continued community involvement in creating content. A number of stories were shared at Easter about what individual churches were doing.

CREATIVE MISSIONS

Designed as a missions trip for creatives, Creative Missions gives church communicators the opportunity to use their skills to help local churches communicate better. More than 20 creatives traveled to Boise, Idaho to help churches in 2015.

EVENTS CALENDAR

A public calendar listing all sorts of church communications and marketing related events. Find an event near you.

JOB BOARD

We're connecting churches and creative professionals with a job board that hosts industry job openings and freelance opportunities.

LOCAL MEETUPS

We encourage local get togethers by connecting independent groups with communicators eager for community. It's a chance to share ideas, encouragement and horror stories.



PUBLISHING

Since 2011, CFCC has published books and ebooks, including *Outspoken*, *Dangerous*, and *Unwelcome*. In 2015, we added *God Rest Ye Stressed Communicators: Planning Christmas for Your Church* with a planned Easter book releasing in early 2016.

SOCIAL MEDIA

Church Marketing Sucks has an active social media presence on Twitter and Facebook. CFCC news, blog posts and unique content are shared, and we're also interacting and connecting with our community.

STREET TEAM

Launched in 2014, our street team is our eyes and ears on the ground. They keep us connected to the community and help us spread the word about new initiatives. It's become a great way to recruit volunteers eager to do more. The team was paired down and systems streamlined in 2015 to make it more effective.

#CMSCHAT

Church Marketing Sucks hosts a weekly Twitter chat about church communication. The weekly chats are hosted by Steve Fogg, along with special guest hosts.





BOARD MEMBERS



MARK MACDONALD

Mark MacDonald is the senior church brand strategist for BeKnown-forSomething.com, an agency that helps churches and people intentionally become known for something that will create relevance in their community. For more than 30 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 26 years have a son in seminary and a son studying live sound engineering. He's overseeing the development of CFCC's national Certification Lab.



JENNY RAIN

Jenny Rain is an account executive at a creative agency in Washington, D.C., called Greenfield Belser. She is the former communications director for National Community Church. Jenny serves the CFCC community by being the voice for church communication leaders in their first five years of service. Jenny has 25 years of experience in creative branding, marketing, website design and development, communications, training, and leadership development in the corporate and nonprofit sectors. Jenny loves to create things with words, break things (i.e., participate in process improvement initiatives), and lives in Washington, D.C., with her pit bull, Pinkerton Moose, and her pug, Abby Grapes. She blogs at least once a month and has just finished her first book.



CLEVE PERSINGER

Cleve Persinger believes the local church is God's "Plan A," the primary body through which God does his work in the world. Cleve mobilizes people and resources to serve churches through multiple hats. He is the director of strategic partnerships at The Summit Church in Raleigh-Durham, N.C., a freelance communications/marketing consultant, and founder of Creative Missions, mission trips for media professionals. Cleve and his wife, Katie, reside in Chapel Hill, N.C. with their children, Cy, Charlotte and Warner.



CHUCK SCOGGINS

Chuck Scoggins is the executive director of the Center for Church Communication and creative director at New River Church in Lake Wylie, S.C. He believes in the importance of excellence in church communication if the local church is to accomplish its mission. He also is passionate about serving and equipping church communicators.

Chuck serves on the leadership team of Creative Missions and also runs a design agency, 374Designs. You can follow him on Twitter and his blog, ChuckScoggins.com.



DAVID URIBE

David Uribe serves as the creative director of Awaken Movement, a nonprofit organization which creates resources that inspire, educate and equip local churches to put action to their faith. David has previously served as the director of arts and communications at Christ Fellowship Miami, a multisite church of 8,000 with seven locations throughout Miami. David served as the CFCC chairman from 2012-2014, overseeing the launch of the Certification Lab, multiple books and the Church Marketing Podcast. David is married to Genie, a talented musician and worship leader. They have a passion for sharing the gospel through the arts in their community of Miami.



BRAD ABARE

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.



ANDY SWART

Andy Swart is the lead and founding pastor of Metro Church in Centerton, Ark. He planted "The Metro" in 2008 when he heard the call of God to reach his generation for Christ. The least-churched demographic is 18- to 30-year-old males, and that statistic goes hand in hand with Andy's desire is to turn "boys who can shave" into "men that matter." He is a gifted preacher and teacher of the Bible, and spends his days leading the elders, staff and ministry leaders at The Metro. Andy and his wife, Carman, live in Northwest Arkansas (the home of Walmart!) with their three amazing kids, Laine, Ellie and Shepherd. You can find Hondo, their faithful yellow labrador, close at all times.





TEAM MEMBERS



ADAM LEGG

Adam Legg is a creative leader, social media nerd and digital junkie, who is convinced that you and your story matter! He is the creative arts and communications pastor at ChangePoint church in Anchorage, Alaska. Adam is part of the team who handles social media for Church Marketing Sucks and CFCC.



ROBERT CARNES

Robert Carnes is the marketing and communications manager at Make-A-Wish Georgia. He serves as the social media director at Vinnings Church and helps out at the assistant editor of Church Marketing Sucks. Previously, he worked in communications at two United Methodist churches in Metro Atlanta.



NEAL F. FISCHER

Neal F. Fischer is the director of communications for the South Carolina Synod of the Evangelical Lutheran Church in America. In his work for the church, he has done direct marketing, social media, public relations, strategy, and both print and online communication (so he's done it all). He has also helped to moderate the #ChSocM (Church Social Media) tweetchats on Tuesday evenings.



KEVIN D. HENDRICKS

Kevin D. Hendricks is a freelance writer, editor and web geek. He's our editorial director, overseeing content, ebooks and more. His communications company, Monkey Outta Nowhere, works with nonprofits, ministries and companies that care. 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.



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Chuck serves on the leadership team of Creative Missions and also runs a design agency, 374Designs. You can follow him on Twitter and his blog, ChuckScoggins.com.



KATIE STRANDLUND

Katie Strandlund loves helps other people win. At CFCC she serves in a project management role with the Church Marketing Sucks team and the CFCC Board. By day, you can find her running her company, DirtyWork, where she and her team help entrepreneurs, small nonprofits, and churches find clarity, get unstuck and get started. She also runs Collective Difference, an event management company. She blogs occasionally at CautiousCreative.com where curiosity finds courage.



DAVE SHREIN

Dave Shrein is the author of *The Communicator's List*, a free publication for church communicators. You can connect with Dave on his blog, daveshrein.com, where he writes about leadership and communications or follow him on Twitter. Dave also hosts our Church Marketing Podcast.



STEVE FOGG

Steve Fogg serves as the big cheese of communications at his church in Melbourne, Australia; he married way above his pay grade and has three children. Steve hosts our weekly [#cmschat](https://twitter.com/#cmschat) on Twitter.



2015 HIGHLIGHTS

JANUARY

We welcome three new board members: Cleve Persinger, Jenny Rain and Andy Swart.

FEBRUARY

Steve Fogg leads the first #cmschat on Twitter.

MARCH

Church communicators come to Christ Fellowship Church in Dallas for the Certification Lab.

APRIL

Church Marketing Sucks is ranked #60 in Church Relevance's Top 300 Christian and Ministry Blogs of 2015.

MAY

Creative Missions travels to Boise, Idaho.

JUNE

The fifth Certification Lab comes to St. Louis.

AUGUST

The Street Team is reorganized and streamlined to be more efficient and effective.

SEPTEMBER

Church Marketing Sucks is named #2 in ChurchM.ag's list of Top 30 Church Tech Blogs.

OCTOBER

We launch our new Christmas book, *God Rest Ye Stressed Communicators: Planning Christmas for Your Church*, in print and digital formats.



PROJECT HIGHLIGHTS

PODCAST HIGHLIGHTS

(Click title for link)

- Website Content Episode: Mike Kim
- Communications Schedule: Kevin Hendricks
- The Periscope Episode (Sept): Live Streaming

CERTIFICATION LAB TWEETS

(Click title for link)

- March 2015
- June 2015

TOP 10 CHURCH MARKETING SUCKS POSTS

(Click title for link)

1. Church Bulletins: 20 Insights & 10 Great Examples by Steve Fogg
2. 7 Ways to Kill Your Bulletin by Mark MacDonald
3. Easter Social Graphics: Free Downloads to Share by Kevin D. Hendricks
4. 21 Ideas for Promoting Your Easter Services From #cmschat by Steve Fogg
5. It's Time for Your Church to Quit: 30 Ways to Be a Quitter by Kevin D. Hendricks
6. Daylight Savings Graphic: Free Download to Share by Kevin D. Hendricks
7. 7 Complaints When Visiting a Church Website by Celine Murray
8. 2015 Events for Church Communicators by Sheri Felipe
9. 10 Last Minute Social Media Ideas for Easter by Steve Fogg
10. Church Bulletin: Don't Kill It, Make It Better by Andrew Hansen



CREATIVE MISSIONS HIGHLIGHTS

WHAT WE DID IN ONLY SIX DAYS:

- 10 Websites
- 12 Logos/branding packages
- 3 Social media accounts set= up
- 6 Videos produced
- 27 Printed items
- 14 Signs
- 10 Communications coaching sessions
- 6 Audio/Video/Lighting and staging upgrades
- 3 Photoshoots
- 2 ProPresenter presentation software installed
- 4 Email newsletters designed
- A conservative estimate of free labor given to churches is approximately \$45,000. Incredible.

QUOTES FROM PASTORS IN BOISE WHO FELT THE IMPACT OF YOUR GENEROSITY:

- "What a group of skilled, productive, generous and fun loving people. Thank you! We will not be the same."
- "The uniqueness of this ministry and the mission is significant in the body of Christ and we have been blessed by it."
- "Your team is our optometrist. You brought clarity to our vision this week."
- "Challenged, sharpened, encouraged, stimulated, humored and strengthened. Creative Missions rocked it!"
- "As a church planter there is always a looming cliff in front of you. Every once in a while, God sends someone like Creative Missions to push the cliff back. Thank you for being cliff pushers!"



HOW TO GET INVOLVED

We routinely get emails that sound the same. They go something like this:

“WHAT YOU GUYS DO IS SO IMPORTANT AND WHAT YOU PROVIDE IS SO VALUABLE, HOW CAN I BE INVOLVED?”

We love hearing this question (and the motivation behind it). We have a lot going on and can always use the help. Committed people is how we made it to 10 years, and it will get us through the next 10. Here are a few ways you can join the movement to help churches communicate better:

JOIN THE CONVERSATION

Post comments and reply to social media posts. Join our weekly #cmschat on Twitter.

VOLUNTEER

Step up on a regular basis and join our team. You could offer feedback in the Church Marketing Lab, write for Church Marketing Sucks, spread the word on the Street Team and more.

GIVE MONEY

We don't ask for money often, but this work does cost money and we welcome the support. You can make a taxdeductible donation or consider a sponsorship opportunity.

LET'S SHARE THE GREATEST STORY EVER TOLD

We love serving you, and we love helping you serve one another. As you can see, there are lots of places where you can join forces with us and help churches better communicate the most important story ever told.

CONTACT US TO FIND OUT HOW YOU CAN GET INVOLVED.





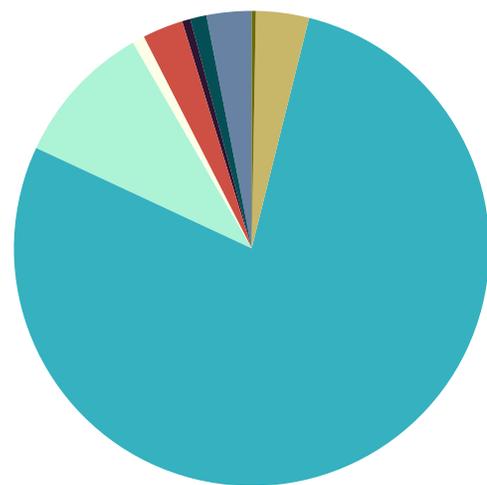
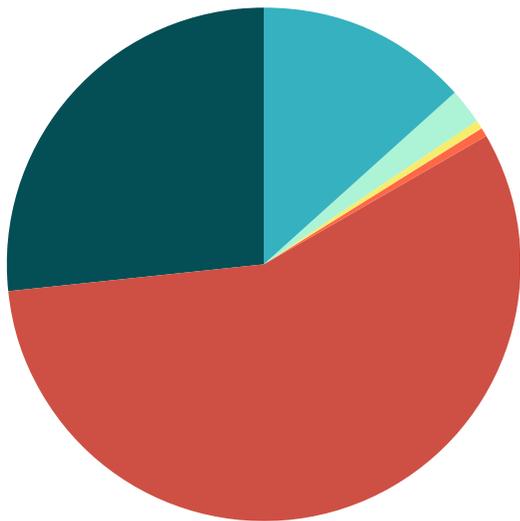
FINANCIALS

INCOME

Ad Network.....	11,678
Affiliate Earnings	2,040
Amazon Referrals.....	615
Contributions.....	500
Events	49,593
Product Sales.....	23,141

EXPENSES:

Cost of Goods.....	178
Bank Charges.....	1,701
Contract Labor.....	36,650
Dues & Subscriptions.....	4,470
Office Supplies.....	429
Postage.....	40
Professional Fees.....	1,300
Financials Supplies.....	178
Telephone	558
Travel & Entertainment	1,360



WHAT OTHERS HAVE SAID

GBENRO OGUNDIPE

"Been reading and learning from the site for years now. A lot of the topics translate perfectly to African and Nigerian contexts."

@SECONDBREAKFAST

"Thank you for posting this in August (the craziest, most never-ending month?) as my eyelid started twitching from stress."

WILL RICE

"Wow! This is really helpful, thought provoking stuff. Looking back over years of trying to get groups to work, this really reflects what I saw but I never had the specific language to name it and think through it. Thanks for the post!"

JEREMY SMITH

"Thanks first for sharing the list, but secondly for doing great work and investing in a lot of great leaders in the church tech realm!"

JEANETTE

"Thank you so much for all of your helpful articles and resources! God bless you and your ministry."

LYNDSAY STRATTON

"Love what you guys are doing."

STREET TEAM MEMBER

"Keep up the diversity. So often it seems church communication 'experts' are white, male and in their early 30s. Church Marketing Sucks seems to be one of the few place to hear from church communicators outside that demographic."

CARLOS SANDOVAL

"I really enjoyed you on the Church Marketing Podcast with Dave Shrein. It was great!"

M.E. CLARY

"This Church Marketing Sucks Christmas book looks goood!"

RACHEL COLLINS

"Glad I participated last night! I usually just listen—it was a great chat."

DAVID HANSEN

"Loving the Christmas resources! Thanks!"

MARIA BAY DE SOUZA

"Awesome article! It helped me clarify my role and how much impact I can have. Thanks for sharing this!"





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