

Jesus. All about life

SIGNS OF SUCCESS
COMMUNICATION WORKSHOP REPORT
12 May 2009



Introduction

Members of the Bible Society NSW and key consultants met on 12 May 2009 for a workshop session to determine the fundamentals of the Jesus. All about life (JAAL) campaign.

The key outcomes of the workshop were to:

- Capture and come to a common understanding on what a successful JAAL campaign looks like.
- Create a measurable set of objectives – a yardstick – so we can all compare results.
- Agree key messages, call to action and tone to underpin all communication for the JAAL campaign.
- Identifying the spokespeople to talk on JAAL's behalf.
- Identifying the issues that might surface during the implementation of the campaign and test our responses.

Attendees included Daniel Willis, Andrew Fisher, Rachel Hockings, Steve Peach, Chris Melville, Katie Williams, Lindsay Fisher, Karl Faase and Martin Johnson and Tara Poole and Tanya Lim for Horizon Communication Group.

Capturing what success looks like?

A group discussion unveiled a number of ideas and views on what a successful campaign would look like and how it could be measured.

These included:

- 60% of churches (1,800¹) registered to participate in the campaign.
- 90% of people (5.4 million²) in the NSW regions that participate recognise the campaign.
 - Of this number 45% (2.43 million³) understand the campaign messages and
 - 1.5% (36,450⁴) respond by either calling the phone number or visiting the website.

Additional measures considered to evaluate the campaign response included:

- Calls to the hotline
- Unique visitors to the website
- Number of events staged
- Number of participants attending an event
- Pieces of collateral sent out via calls/website (30,000)
- Number of complaints, negative comments, debate
- Fundraising collected and spent
- Mainstream media exposure
- Effective management of conflict
- Level of interaction with community, media and stakeholders

The following table outlines results from past campaign extracted from the evaluation reports.

Results	Adelaide	Canberra	Tasmania
No of churches participating	299	161	208
No. of events	558	275	812
No. of participants attending events	75,000	22,000	Not reported

¹ Based on a total of approx 3,000 churches across Sydney and NSW

² Based on total a NSW population of approx 6 million

³ Based on 5.4 million

⁴ Based on 2.43 million

Visits to website	13,542		
Response (enquiry) – phone, web, SMS	1,530 (809 by phone)	576 (255 by phone)	356 (213 by phone)
Response books distributed	10,000	6,600	4,736

Recommendations

In evaluating the JAAL campaign there needs to be some considerations.

1. First and foremost being what level of response and impact does the Bible Society seek to have on the target audience.
2. Next the Bible Society need to consider what resources it wishes to put behind the campaign and is this realistic to garner this desired response.
3. Finally can the evaluation criteria be tracked and measured.

Taking this on board, reviewing the ideas presented at the workshop and past campaign performance we would suggest the following measures of success include:

- 50% (1,500⁵) of NSW churches registered to participate in the campaign.
- 80% of residents (5.46 million⁶) of NSW living within the regions that participate see the campaign at least 10 times (recorded through TARPs and media reach).
 - 40% of these (2.18 million) recall the campaign if asked (evaluated through repeat of benchmark research); and
 - 1% (32,700) respond to the campaign call to action by calling the hotline or visiting the website (evaluated by tracked calls and web analysis).

This will be reflected by the following specific measures:

- 5,000 calls to the hotline or web enquiries
- 30,000 unique visitors to the website⁷
- 1,500 events staged (based on every registered church hosting an event)
- 375,000 attend an event (average of 250 people per event)
- 35,000 response books distributed through the hotline/website

⁵ To be revised based on confirmed statistic for number of churches in NSW

⁶ Based on 6.82 residents in NSW (Source NSW Dept of Planning 2008) and all NSW regions participating.

⁷ Note that calls and website visitors may not be mutually exclusive as people may use both response mechanisms.

Additional notes:

- These evaluation targets are estimates based on very basic rationale and need to be considered as unproven and expectations managed based on this as a disclaimer.
- These estimates are optimistic and to a large extent visionary in the absence of a similar scale past campaign to benchmark against.
- It is not recommended these estimates be shared externally.
- We would recommend that these estimates be thoroughly reviewed following confirmation of the advertising creative, media buy plan, benchmark research review and final JAAL budget.

Actions

- Bible Society to confirm number of churches in NSW.
- Review all evaluation measures following confirmation of advertising creative campaign, media buy plan and benchmark research review.
- Bible Society to set fundraising target.
- 303 and Horizon to set specific evaluation measures based on advertising/marketing/PR campaigns once developed.

What is Jesus. All about life? Campaign Fundamentals

After establishing what success looks like, the group then came to consensus on the fundamentals of the campaign being the objectives, key messages and tone, call to action and audiences.

Objectives

The primary objectives of the JAAL campaign in Sydney and NSW are:

- To raise awareness of the person of Jesus.
- To encourage participation and involvement.
- To facilitate a cultural shift amongst and with churches and the way they engage with the community.

These are supported with an advertising campaign, PR initiatives and church events and activities.

There is a hotline to capture calls, a website to provide further information and events to go to.

Key Messages

Overarching message:

Jesus. All about life is a campaign that focuses on Jesus and his life.

Call to action

- Consumer: Visit the Jesus All about life website, or call our hotline.
- Christians: Talk to your friends, work colleagues, neighbours, and family about Jesus.
- Churches: Register and get active.

Tone

- Gracious
- Respectful
- ...but leaves people challenged.

In addition to the above key messages, Horizon has also identified and segmented audience groups and developed messaging specific to them.

Audiences

Audience	Current perceptions	Desired perceptions	Suggested key message/s
Latent (Fringe) Christians	<ul style="list-style-type: none"> Don't see themselves as 'religious' (possibly negative perception) or that Christianity is particularly relevant to their current lives. 	<ul style="list-style-type: none"> Ask questions about Jesus and what he had to say through exposure to the JAAL campaign. Seek more information from the hotline, website, other Christians or a church. 	<ul style="list-style-type: none"> Jesus. All about life is a campaign that asks you to consider thinking about Jesus the person and what he had to say.
Aware (Quiet) Christians	<ul style="list-style-type: none"> Consider themselves Christians and live their faith in their own private way. 	<ul style="list-style-type: none"> Feel empowered and motivated through the JAAL campaign to share their faith and the word of Jesus with their family, friends and colleagues in a safe and comfortable way. 	<ul style="list-style-type: none"> The Jesus. All about life campaign is an opportunity for you to start a conversation with your friends, family and colleagues about Jesus the person and what he had to say.
Active (Advocate) Christians	<ul style="list-style-type: none"> Openly celebrate their Christianity, church and belief in the word of Jesus and feel it is their 'duty' or 'want' to spread the word of the Bible to people they come into contact with. 	<ul style="list-style-type: none"> Understand and support the JAAL campaign and help to share the word of Jesus to latent Christians in a non-confronting way. 	<ul style="list-style-type: none"> The Jesus. All about life campaign is an opportunity for you to start a conversation with your friends, family and colleagues about Jesus the person and what he had to say.
Churches (registered)	<ul style="list-style-type: none"> See the Jesus. All about life campaign as an opportunity to communicate the work and word of Jesus the person, and an opportunity to start a conversation/engage with people outside their existing congregation. May be unsure how to really leverage and make the most of the campaign. 	<ul style="list-style-type: none"> Wholly support the campaign and are excited and motivated to make the most of it. Feel confident and equipped to host their own community events. 	<ul style="list-style-type: none"> The JAAL campaign is an unprecedented opportunity to share the word of Jesus to the broader community. There is training and support to help you make the most of the campaign.

Churches (unregistered)	<ul style="list-style-type: none"> • Don't understand the value of the JAAL campaign. • May see the campaign and holding an event as too much work. • Believe their established way of engaging with their community works and they do not need to think of new ways to do this. 	<ul style="list-style-type: none"> • See the benefit and take the steps to register for the JAAL campaign. • Once registered wholly support the campaign and are excited and motivated to make the most of it. • Feel confident and equipped to host their own community events 	<ul style="list-style-type: none"> • The JAAL campaign is an unprecedented opportunity to share the word of Jesus to the broader community. • There is training and support to help you make the most of the campaign.
Heads of Denominations	<ul style="list-style-type: none"> • See the Jesus. All about life campaign as an opportunity to communicate the work and word of Jesus the person and an opportunity to start a conversation/engage with people outside their existing congregation. • May be unsure how to really leverage and make the most of the campaign. • May not see it as their role to motivate and train their members to deliver on the campaign. 	<ul style="list-style-type: none"> • Wholly support the campaign and are excited and motivated to make the most of it. • Are motivated to bring together and engage their own members to register and get involved in the campaign. • Feel confident and equipped to guide their members on how they can leverage the campaign. 	<ul style="list-style-type: none"> • The JAAL campaign is an unprecedented opportunity to share the word of Jesus to the broader community. • There is training and support to help you make the most of the campaign.
Investors/Donors	<ul style="list-style-type: none"> • See the Jesus. All about life campaign as an opportunity to be involved in helping to communicate the work and word of Jesus the person. • Believe the campaign is important enough to support and put money/resources into. • May expect to see some form of 'return on their investment' • May feel their 'investment' gives them a 'right' to shape the 	<ul style="list-style-type: none"> • Wholly support the campaign and are excited and motivated to make the most of it. • Feel the campaign is achieving what they expected. • Are informed about the campaign but have trust and belief in the Bible Society to deliver it. 	<ul style="list-style-type: none"> • The JAAL campaign is an unprecedented opportunity to share the word of Jesus to the broader community. • The Bible Society is grateful for the support behind the campaign. • The Bible Society is using expertise to ensure the campaign achieves what it sets out to do.

	campaign elements such as advertising.		
Internal stakeholders	<ul style="list-style-type: none"> • See the Jesus. All about life campaign as an opportunity to communicate the work and word of Jesus the person. 	<ul style="list-style-type: none"> • Feel wholly informed, excited and motivated to make the most of it. • Feel confident and equipped to lead the campaign. • Feel part of one big team working seamlessly together. 	<ul style="list-style-type: none"> • The JAAL campaign is an unprecedented opportunity to share the word of Jesus to the broader community.
Media	<ul style="list-style-type: none"> • Don't know about or understand what the JAAL campaign is about. • Those that do know may be: <ul style="list-style-type: none"> – Positive about the campaign and interested to know more and write/broadcast about the campaign. – Indifferent and don't have an interest in learning about or following the campaign. – Skeptical or outright negative about the campaign and may wish to undermine it through their reporting. 	<ul style="list-style-type: none"> • Have a clear and educated understanding of the JAAL campaign and what it is all about. • If positive, support the campaign through positive media coverage of the campaign messages. • If skeptical or negative are open to understanding that the campaign is about asking people to think about Jesus and not force/coerce/make them to accept Jesus/Christianity/Church 	<ul style="list-style-type: none"> • Jesus. All about life is a campaign that asks people to consider thinking about Jesus the person and what he had to say. • The JAAL campaign is not about the Church or pushing Church beliefs on non-Christians. • It is about asking people to think about Jesus the person and what he had to say and draw their own conclusions as to its relevance to their own lives.
Anti-Christian Groups	<ul style="list-style-type: none"> • Believe any campaigns led by the Church are considered religious propaganda. • Christianity is in some way offensive – anti-gay etc. 	<ul style="list-style-type: none"> • Understand the JAAL campaign is about Jesus and not the Church. • Respect the Bible Society/church's freedom of speech and the respect that all people are entitled to make up their own conclusions about their beliefs. 	<ul style="list-style-type: none"> • The JAAL campaign is not about the Church or pushing Church beliefs on non-Christians. • It is about asking people to think about Jesus the person and what he had to say and draw their own conclusions as to its relevance to their own lives.
Government	<ul style="list-style-type: none"> • May not be aware of the JAAL campaign. 	<ul style="list-style-type: none"> • Have a clear and educated understanding of the JAAL campaign and what it is all about. 	<ul style="list-style-type: none"> • Jesus. All about life is a campaign that asks you to consider thinking about Jesus the person and what he had to say.

<p>Broader community</p>	<ul style="list-style-type: none"> • Don't really know of the campaign. • If they do know of the campaign may have an opinion as either positive, negative or indifferent. 	<ul style="list-style-type: none"> • Open to understanding of what the campaign is about. • Don't view the campaign as offensive. • Open to taking away from the campaign the messages if they are relevant to them. 	<ul style="list-style-type: none"> • Jesus. All about life is a campaign that asks Christians to consider thinking about Jesus the person and what he had to say.
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Keeping the Campaign on track – spokespeople and issues management

Spokespeople

There will need to be a variety of spokespeople for the Jesus. All about life campaign to front media and public relations. Specific speaking areas will include:

- JAAL Corporate Message
- JAAL Issues Management
- Denomination representation and commentary
- Advocacy and support

JAAL corporate messages and issues management will be conducted by the Bible Society NSW through:

- Daniel Willis
- Andrew Fisher
- Karl Fasse
- Carol Allen

Denomination representation will require the identification of a spokesperson contact for each denomination joining the JAAL campaign.

Advocacy and support speaking opportunities will be delivered by identified celebrities and high profile people who support the campaign.

Recommendations

- Coordinate media training for Bible Society NSW spokespeople.
- Development of spokesperson kit for both Bible Society NSW and all other spokespeople to ensure they are educated on campaign messages.

Issues management

As part of the workshop, the group identified the following scenarios that could create issues for the campaign based on their probability of occurring and likely impact.

Probability

<p>9-10 Very likely to occur, almost certain</p>			<ul style="list-style-type: none"> • Jesus. All about Lies • Claims made that JAAL is all about conversion/ brainwashing / anti gay / pro life etc 		
<p>7-8 Strong possibility</p>		<ul style="list-style-type: none"> • Complaints about the size of the media spend. Complaints of use of media. • Comedians respond to the campaign • Negative church commentators. 	<ul style="list-style-type: none"> • Audience offended by advertising campaign. • Investigative journalists turning the campaign into a cause. • Andrew / Jesus Racing crashes 	<ul style="list-style-type: none"> • Abuse / negative claims made concerning participating churches 	<ul style="list-style-type: none"> • Tax deduction story crushes the campaign.
<p>5-6 Small possibility</p>		<ul style="list-style-type: none"> • The targeted number of churches to participate is not reached. • Hotline or website fails / breaks down. • Atheists respond with a campaign. 	<ul style="list-style-type: none"> • Major church participants pull out (e.g. Catholics) • New organised anti groups emerge. • Evangelists stage an extreme event. • Natural disaster happens. • Detractors (eg Harry Herbert) go to the media. 	<ul style="list-style-type: none"> • Protests at events and boycotts of supporters. • High profile Christians, ad talent do something wrong. 	<ul style="list-style-type: none"> • Advertising campaign not effective (phone not ringing, events not attended)
<p>3-4 Not likely to occur</p>					<ul style="list-style-type: none"> • Significant church leader dies
<p>1-2 Could occur only in exceptional circumstances</p>					
<p>1-2 Insignificant</p>	<p>3-4 Minor, possible community interest</p>	<p>5-6 Major, audience confusion</p>	<p>7-8 Extreme, audience action</p>	<p>9-10 Catastrophic, detrimental lasting effect.</p>	<p>Impact</p>

Recommendations

- Develop response plan for high probability/high impact scenarios including Q&A and media/public response materials.
- Outline an issues response protocol (flow chart) showing roles and responsibilities for handling all issues.
- Develop a monitoring, reporting and tracking process for issues throughout the campaign.