

# DEI Phase 3 Connected by Faith: Digital Strategies for Adventist Schools and Community Growth

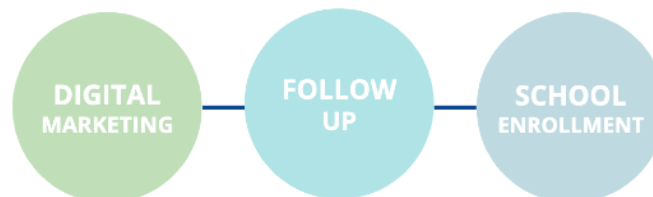
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## Introduction:

As we amplify our digital evangelism endeavors, the Digital Evangelism Team of the Central California Conference is stepping into an innovative chapter focused on boosting school enrollment through spiritual relationship-building within our communities. These alliances aim to deepen community engagement and nurture spirituality, thereby making our Adventist educational institutions a compelling choice for families.

Not only does this initiative resonate with our core mission to catalyze spiritual development, but it also offers pragmatic solutions to real-world challenges that families in our community grapple with—most notably, school enrollment and parenting. Additionally, this mission-aligned effort has the endorsement and collaborative support of our partners at the Digital Evangelism Team of the General Conference and the Adventist Information Ministry of the North American Division.

By focusing on spiritual relationship-building, we aim to create a network of trust and support, motivating more families to consider enrolling their children in our affiliated educational institutions. This will not only fulfill our spiritual objectives but also contribute to a stronger, more interconnected community.



## Objectives:

### 1. Increase School Enrollment:

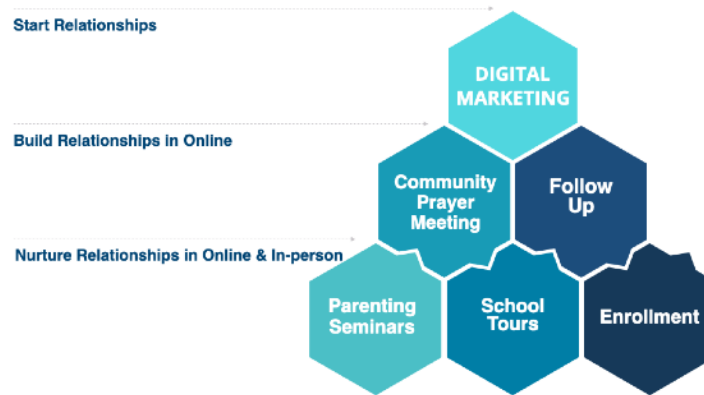
- Serve as the primary catalyst for a measurable increase in enrollment rates at Adventist School. The objective is to achieve a specific target percentage increase in student enrollment within a set timeframe, which will be this project's primary Key Performance Indicator (KPI).

### 2. Deepen Community and Spiritual Engagement:

- Leverage a multifaceted approach combining digital evangelism with in-person activities to significantly enhance new families' spiritual and community involvement in both the Adventist Church and affiliated schools. Key Performance Indicators (KPIs) to measure the effectiveness of this engagement will include metrics such as attendance at church worship services, involvement in church prayer meetings, participation in school-based parenting seminars, and attendance at school orientation activities.

## Key Components:

The proposed project will consist of the following components:



### 1. Integrated Digital Advertising and Prayer Campaign

- Multi-Platform Social Media Ads: Launch campaigns targeting parents of school-age children via Facebook, Instagram, and other social media channels.
- Special Prayer Offers for Children: As part of the campaign, extend specific offers to pray for various aspects of children's lives, such as their health, faith, and academic performance.
- Prayer Campaigns: Integrate localized, geo-fenced advertisements within these social media campaigns to encourage individuals within a 30-minute radius of the church to share prayer requests.
- Two-Phase Marketing Strategy Trials: We will conduct two distinct trials to evaluate marketing strategies. The first will run ads through the school's Facebook account, and the second will be through the Church's Facebook account. The objective is to compare the pros and cons of each, specifically to assess which platform is more effective in achieving our dual goals of increasing school enrollment and deepening spiritual engagement.

### 2. Personalized Follow-Up and Community Engagement

- Immediate Response: Designate a team to promptly respond to prayer requests and other inquiries, fostering meaningful pastoral relationships.
- Ongoing Pastoral Care: Maintain these relationships through regular contact and spiritual support, steering the engagement toward long-term community involvement.

### 3. Community Prayer Meetings

- Host community prayer meetings at the schools for spiritual reflection and relationship-building.
- In-person Invitations: Use these prayer meetings to personally invite families to engage more deeply with the school and church community.

#### 4. Parenting Seminars

- Thematic Focus: Each seminar will tackle pressing parenting issues, ranging from managing screen time and digital safety to fostering children’s emotional intelligence and spiritual resilience.
- Expert-Led Discussions: Collaborate with child psychologists, educational consultants, and spiritual leaders to offer a well-rounded perspective on each topic.
- Interactive Sessions: Include Q&A segments, breakout discussions, and hands-on workshops to make the seminars more engaging and actionable for parents.
- Community Building: Use the seminars as a platform to introduce families to the educational and spiritual resources available within the Adventist community, reinforcing the seminars' role in achieving our primary objectives of increasing school enrollment and deepening spiritual engagement.

#### 5. School Tours

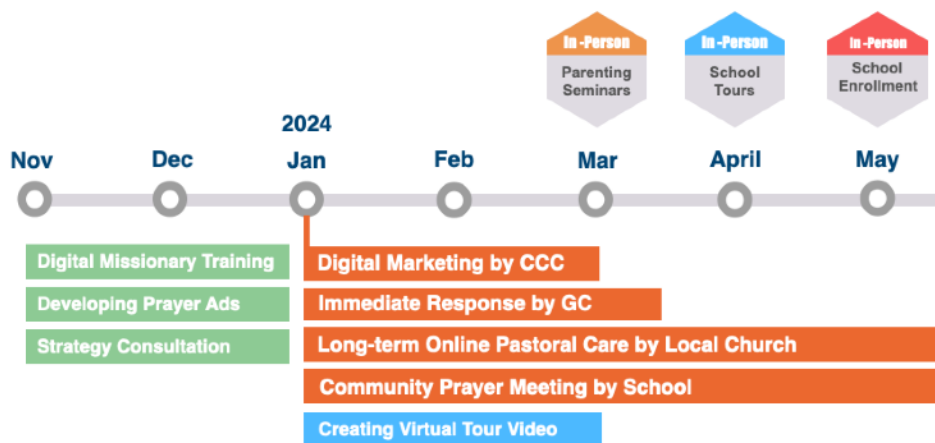
- Virtual Tours: Offer online virtual tours for those unable to visit in person.
- In-person Tours: Regularly conduct guided tours to let interested families experience the school environment and meet staff members.

#### 6. Enrollment and Church Participation

- Enrollment Packages: Develop detailed packages that showcase the benefits of an Adventist education and community involvement.
- Invitation to Church Services: Alongside the enrollment drive, extend personalized invitations to families for church services and community events.

Through the implementation of these targeted advertising campaigns, spiritual relationship-building initiatives, practical parenting seminars, and direct invitations for enrollment and church participation, we aim to provide a cohesive pathway for parents and families. This multifaceted strategy is designed to guide families toward recognizing the holistic spiritual and educational benefits of becoming part of our Adventist community.

#### Timeline:



## **Responsibilities:**

### **7. Responsibilities of the church will include:**

- Recruiting a team of digital missionaries.
- Providing long-term online Pastoral care with AIM.
- Engaging and maintaining relationships with individuals who respond to the outreach campaign.

### **8. Responsibilities of the school will include:**

- Host Prayer Meetings: Lead regular community prayer sessions.
- Organize Parenting Seminars: Plan and host seminars for parents.
- Developing Prayer Ads: Work with the conference to make prayer-focused ads.
- Coordinate School Tours: Arrange tours of the school for interested families.

### **9. Responsibilities of the Central California Conference will include:**

- Manage Digital Strategy: Oversee the entire project from start to finish.
- Creating Ads: Create video and graphic ads in collaboration with the school.
- Run Prayer Ads: Set up and manage prayer-focused advertisements for the school.
- Virtual Tour Video: Produce a virtual tour video covering the school's facilities and features of the school system.

### **10. Responsibilities of the North American Division will include:**

- Online Pastoral Care Oversight: Manage and supervise the entire online pastoral care operation.
- Providing long-term Online Pastoral Care: Follow-up collaboration with the local church
- Local Church Training: Train and mentor local churches in online pastoral care methods, treating them as extensions of the AIM (Adventist Information Ministry) network.

### **11. Responsibilities of the General Conference will include:**

- Digital Marketing Oversight: Supervise all aspects of digital marketing efforts.
- Strategy Consultation: Evaluate and advise on the school's digital marketing strategies, including the website and promotional videos.
- Training and Mentoring: Educate and guide the Central California Conference on effective digital marketing techniques, specifically for prayer advertisements.
- Immediate Prayer Request Response: Ensure timely responses to incoming prayer requests.

## Sample Prayer Campaign:

"Struggling with your child's behavior? Share your concerns with us, and we'll lift them up in prayer together."

"Feeling overwhelmed by parenting trials? Let us join you in prayer for strength, wisdom, and guidance for your family."

"Dealing with your child's educational challenges? Allow our prayers to accompany you in seeking the best path forward."

"Looking for spiritual support in raising your child? Send us your prayer requests, and let our community uplift you."

"Encountering obstacles in your parenting? Let our prayers be a source of comfort and strength for you and your child."

"Need a prayerful shoulder to lean on for parenting challenges? We're here to pray and stand with you every step of the way."

"Navigating the ups and downs of parenthood? Share your journey with us, and we'll support you through prayer for patience and understanding."

"Feeling uncertain about your parenting decisions? Send us your prayer requests, and let's seek divine guidance together."

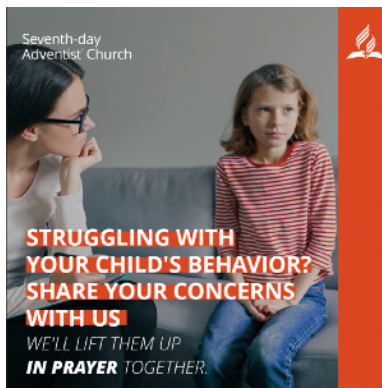
"Worried about your child's future? Allow us to pray with you for their protection, success, and happiness."

"Seeking a prayerful community to support your family's spiritual growth? We're here to lift you and your loved ones in prayer."

"Need reassurance in your parenting journey? Our prayers can be a beacon of hope and encouragement for you and your family."

"Longing for spiritual wisdom in raising your children? We'll pray with you for insight and understanding."

"Struggling to connect with your child? Let our community's prayers help bridge the gap and bring you closer."



## Conclusion:

This initiative aims to boost school enrollment and deepen spiritual and community ties through targeted digital campaigns, prayer efforts, and educational seminars. With clear roles for all levels of the organization and measurable KPIs, we are poised for impactful and quantifiable success. This project is a pivotal step in modernizing our outreach and meeting the needs of our community.