# Shows Ministries

"Do Good Design for Good" Campaign Proposal

Noah Ledesma

## Problem

- Practicing Christians are declining.
  - Increase of Non-Practicing Christians
  - Increase in religiously unaffiliated
- Church membership and attendance is declining
  - Declines happening across demographics
- Churches haven't recovered from COVID-19.
- Sources:

https://www.barna.com/research/changing-state-of-the-church/ https://news.gallup.com/poll/341963/church-membership-falls-below-majority-first-time.aspx https://www.pewforum.org/2019/10/17/in-u-s-decline-of-christianity-continues-at-rapid-pace/ https://reachrightstudios.com/25-church-statistics-for-2021/

## Problem

- Increase in division, hate, and unrest throughout the United States.
- Hypothesis: An increase in the number of Practicing Christians would be net positive.
  - Sermon on the Mount
  - "Love your enemy"

## Solution

- "Triage" solution: target the most affected demographic with a campaign intended to bring them back into the church, and motivate them to become practicing Christians.
- Who is the most affected demographic?

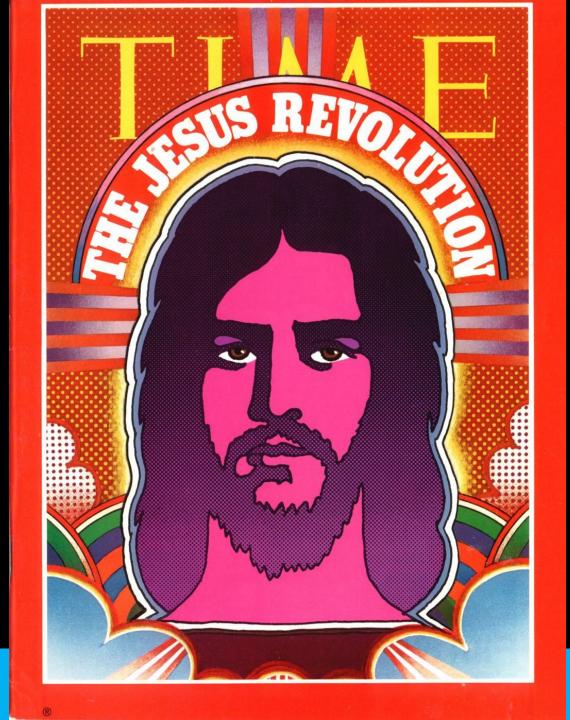
## Marketing Campaign

## Target Audience: young, Non-practicing Christians

- Most affected demographic is millennials.
  - 18–35 years old
  - College graduates
  - Coastal, metropolitan regions
  - Internet/social media usage
- Aspirations:
  - Looking for purpose, peace, spirituality.
- How do we reach them?

## Approach: process

- Historical precedent: The Summer of Love
- 60's-70's a chaotic time
  - Similar to our own
- "The Jesus Movement"
  - Why did it end?
  - What were its shortcomings?



### Approach: Process

- The social-political climate of the 70's is analogous to ours.
- 70's graphic design is trending.
- Use a design approach based on the 70's to meet the target audience where they are.
- Informed also by personal experience
  - "What would have been helpful for me to have?"

## Approach: Visuals

- Subtle 70's nostalgia
  - Familiar, but not too familiar
- "Light in the Darkness"
  - White, color on black
  - Symbolic
- Neon-lights
  - Nostalgic
  - Turning something "seedy" on its head



The medieval taste for bright colors is well known. It was a 'barbarous' taste, which favored big jewels inserted into the boards of book-bindings, glowing gold objects, brightly painted sculpture, paintings covering the walls of churches and of the houses of the powerful, and the colored magic of stained glass. The almost colorless middle ages which we admire today are the work of the destruction wrought by time and of the anachronistic taste of our contemporaries. However, behind this colored phantasmagoria lay the fear of darkness and the quest for light which was salvation.

Jacques Le Goff, Medieval Civilization

('64)

## Deliverables

## **Deliverables:** Process

- Target audience is the most likely to use social media
- Instagram is the most used social media site in the target demographic.
- Source:

https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/

## Deliverables: Three-fold approach

- Ordered campaign:
  - 1. Awareness To grab the attention of the target audience.
  - 2. Informational To get information about the issue to the target audience.
  - 3. Call to Action Get the audience to respond.

## Deliverables: Three-fold approach

- 1. Awareness
  - Instagram Video Series Attention-grabbing videos to various subgroups of Non-Practicing Christians.
- 2. Informational
  - Bookmark Links to the website for resources on Bible reading.
  - Website Answers questions or doubts about the Bible and the Christian faith.
- 3. Call-to-Action
  - Church Bulletin Insert Ways they can get involved.
  - Website Provides additional resources and ministries.

## **Brand Identity: Typefaces**

HEADER:

MPPR Pauline New Spirit

Header, Neon:

Regular Oblique Bold Bold Oblique Body Copy:

Light Regular Medium Semibold Bold

## Brand Identity: web Typefaces

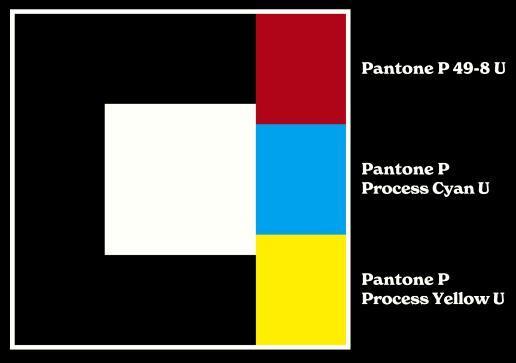
## HEADER: MARIA Yrsa

Body Copy, Web:

Light Regular Medium Semibold Bold

## Brand Identity: Color

#### Pantone P 1-1 U



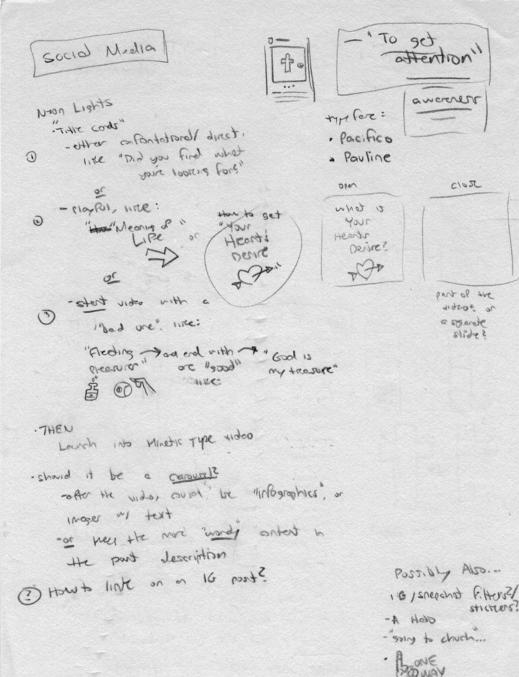
CYMK 40,30,30,100

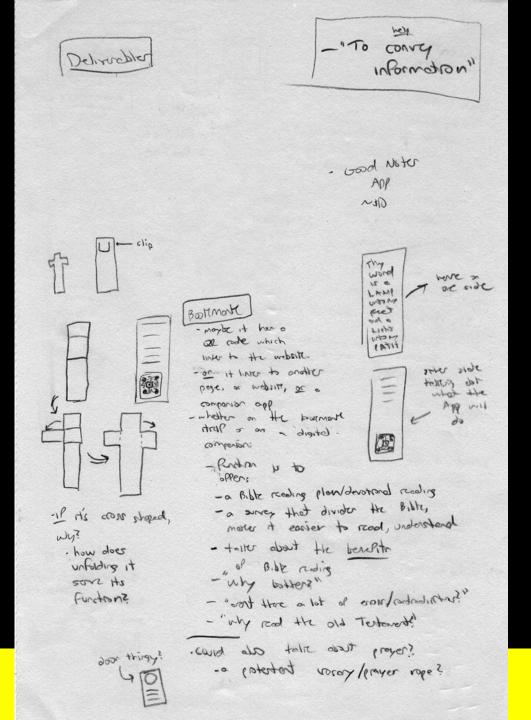
## Brand Identity: Logo





## Deliverables: PROCESS



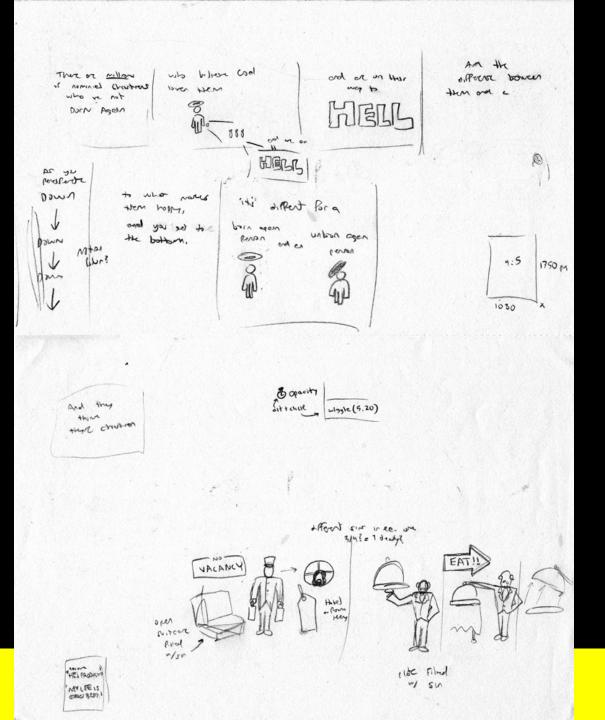


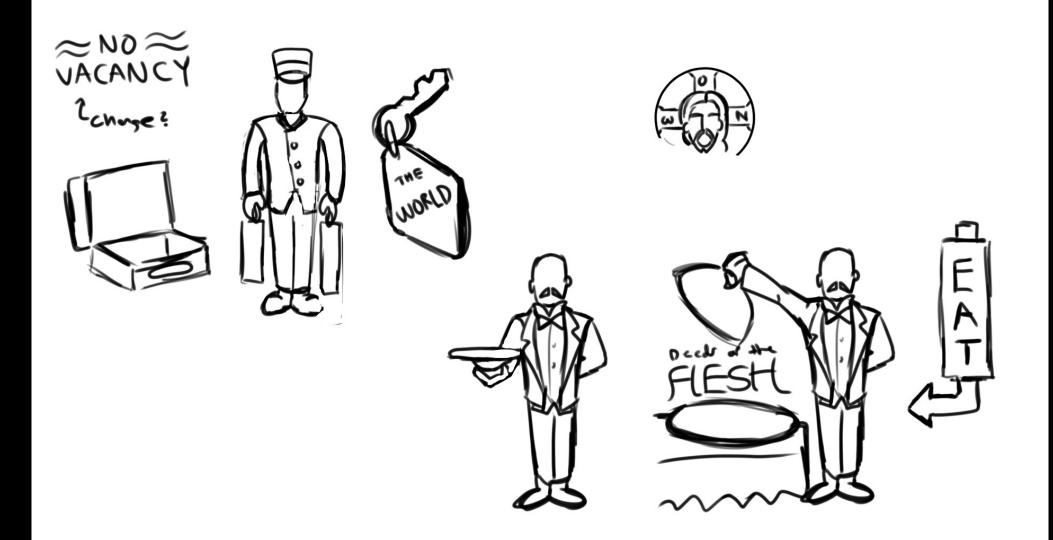
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Church Bulliding Insurt - could it be a min parter too?

. It's about setting people involved in their local church, checking in an people whole stopped among,

contents -How to get involved -To cell to acton . ore side hes specific evots/ jother side is a worm ministries, small welcome south ac. that they can - Person patticipate in. may do link to church waterite or Ann here phore numbers enail addresses





## Deliverables: Finals

### INSTAGRAM "KINETIC TYPE" VIDEO

Awareness/Attention-grabber

"Mother" of the campaign

Instagram is the most used social media among the target audience

Sermon excerpt from a John Piper sermon.

Provocative, confrontational

Aimed at Non-Practicing Christians with worldly desires.

# What is your eart's esire

### Bookmark

#### Informational

QR code would link to a website with answers to questions or doubts about the Bible and the Christian faith

Resources to help with Bible-reading, like study bible apps, reading plans, devotionals, etc.

Stresses the importance of Bible-reading in the life of a Christian



#### Looking for Answers?

The Bible's full of them. Find out why we can **trust** the Bible, why we should **read** it, and **how** to read it, and more.

#### Resources

Faithful ministries, authors, podcasts.

**Reading Plans** 

Read through the Bible in a year.

**Study Bibles** 

In print or on your phone.

#### ...and more! Scan the QR code to visit us online.





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#### 678 | JOHN 2:19

678 JOHN 219 -What sign do You show to us, since You do what sign do You show to us, since You do one practicing evil hates the light one practicing evil hates the light come to the light, lest his deeds these things?"

Besus answered and said to them, "Destroy posed. <sup>21</sup>But he who does the truth ple, and in three days I will raise it up." wThen the Jews said. "It has taken forty-six light, that his deeds may be clearly with the they have been done in the clearly t

they have been done in God. years to build this temple, and will You raise it 22 After these things Jesus and Hi ans to be days?" in three days? " But He was speaking of the temple of His came into the land of Judes, and y But He was speaking of the temple of His came into the land of Judes, and y up in three days?"

<sup>13</sup>But He was speaking of the tenute with the mained with them and band the body. <sup>22</sup>Therefore, when He had risen from the also was baptizing in Annued with the mained with body, <sup>21</sup>Therefore, when he had that He had dead. His disciples remembered that He cause there was much wave and they believed the Scripdead. His disciples to they believed the Scrip-said this to them;° and they believed the Scrip-came and ware bed said ture and the word which Jesus had said.

re and the word which sets a state of the wet been thrown into prison. Passover, during the feast, many believed in His name when they saw the signs which He His name when they saw the signs with the tion. <sup>20</sup> And they came to John and dd. <sup>24</sup>But Jesus did not commit Himself to them, did. <sup>24</sup>But Jesus did not commit Himself to the day and they came to John and a "Rabbi, He who was with more the day and the day and the signs and the day and did. \*But Jesus did not centre to John and because He knew all men, <sup>25</sup> and had no need because He knew all men, <sup>25</sup> and had no need dan, to whom you have to yo that anyone should testify of man, for He knew what was in man.

#### You Must Be Born Again

3 There was a man of the Pharisees named Nicodemus, a ruler of the Jews. <sup>2</sup>This man came to Jesus by night and said to Him, "Rabbi, we know that You are a teacher come from God; for no one can do these signs that You do unless God is with him.'

3Jesus answered and said to him, "Most assuredly. I say to you, unless one is born again, he cannot see the kingdom of God."

4Nicodemus said to Him, "How can a man be born when he is old? Can he enter a second time into his mother's womb and be born?"

Jesus answered, "Most assuredly, I say to you, unless one is born of water and the Spirit, he cannot enter the kingdom of God. 6That which is born of the flesh is flesh, and that which is born of the Spirit is spirit. Do not marvel that I said to you. 'You must be born again.' "The wind blows where it wishes, and you hear the sound of it, but cannot tell where it comes from and where it goes. So is everyone

\*Nicodemus answered and said to Him, Jesus in Samaria and Galilee 4 Therefore, when the Lord knew Pharisees had heard that Jesus "How can these things be?"

10 Jesus answered and said to him, "Are you the teacher of Israel, and do not know these baptized more disciples than John things? "Most assuredly, I say to you, We speak what We know and testify what We have seen, and you do not receive Our witness. 12If I 4But He needed to go through Sama have told you earthly things and you do not believe, how will you believe if I tell you heavenly things? <sup>13</sup>No one has ascended to heaven but He who came down from heaven, that is, the Son of was there. Jesus therefore, being we Man who is in heaven. • HAnd as Moses lifted up His journey, sat thus by the well. It the serpent in the wilderness, even so must the the sixth hour. Son of Man be lifted up, 15that whoever believes in Him should not perish but a have eternal life. Jesus said to her, "Give Me a drine 16For God so loved the world that He gave His disciples had gone away into the d only begotten Son, that whoever believes in food. <sup>17</sup>For God did not send His Son into the world to condemn the world, but that the world through Him might be send. Him might be saved.

18 'He who believes in Him is not condemned; but he who does not believe is condemned al- knew the gift of God, and who it is ready, because he has not believed in the name you, 'Give Me a drink,' you would of the only begotten Son of God. <sup>10</sup>And this is Him, and He would have given y the condemnation, that the light has come into water."

"The woman said to Him. "Sir. the world, and men loved darkness rather than

came and were baptized. #For Joh

25 Then there arose a dispute be

of John's disciples and the Jews abo

dan, to whom you have testified h

baptizing, and all are coming to His

27 John answered and said, "A m

ceive nothing unless it has been giv

from heaven. 28 You yourselves bear m

that I said, 'I am not the Christ,' but

sent before Him.' 29He who has the

bridegroom; but the friend of the b

who stands and hears him, rejoice

cause of the bridegroom's voice. The

joy of mine is fulfilled. "He must in

I must decrease. 31He who comes

is above all; he who is of the earth

and speaks of the earth. He who

heaven is above all. 32 And what He he

heard, that He testifies; and no onen

testimony. 33He who has received F

has certified that God is true. ME

God has sent speaks the words of f

does not give the Spirit by measur

ther loves the Son, and has given all t

His hand. 30He who believes in the So

lasting life; and he who does not beli

shall not see life, but the wrath of Ge

Jesus Himself did not baptize, but His

<sup>3</sup>He left Judea and departed again

<sup>5</sup>So He came to a city of Samar

7A woman of Samaria came to de

<sup>9</sup>Then the woman of Samaria sa

10 Jesus answered and said to he

no dealings with Samaritans.

on him."

2:22 \* NU-Text and M-Text omit to them. 3:13 \* NU-Text omits who is in heaven. 3:15 \* NU-Text en

is a

for my

believed in Him because of the word of the woman who testified. 'He told me all that I ever did.' "So when the Samarians had come to Mim. these words Mim. to show such that is set to be a set of the A ever did = "So when the Samarnane had come as to Him, they urged Him to stay with them and He stayed there two days. 4And many more be we level because of His own word. Then they said to the woman. "Now we believe, not because of what you said, for we carselves have heard Him and we know that this

is indeed the Christ,\* the Savior of the world \* <sup>43</sup>Now after the two days He departed from

there and went to Galilee. #For Jesus Himself testified that a prophet has no honor in his own country. <sup>15</sup>So when He came to Galilee, the Gal leans received Him, having seen all the things

He did in Jerusalem at the feast; for they also

was a certain nobleman whose son was sick at Capernaum, "When he heard that Jesus had come out of Judea into Galilee, he went to Him and implored Him to come down and heal his

<sup>44</sup>SO Jesus came again to Cana of Galilee where He had made the water wine. And there

son, for he was at the point of death. "Then Jesus said to him, "Unless you people see signe and wonders, you will by no means believe

<sup>49</sup>The nobleman said to Him, "Sir, come down before my child dies!"

30 Jesus said to him, "Go your way: your son lives." So the man believed the word that Jesus

spoke to him, and he went his way. <sup>31</sup>And as he was now going down, his servants met him and

told him, saying, "Your son lives" 32Then he inquired of them the hour when he got better. And they said to him. "Yesterday at the seventh hour the fever left him," "So the

father knew that it was at the same hour in which Jesus said to him, "Your son lives." And he himself believed, and his whole household. 54This again is the second sign Jesus did

when He had come out of Judea into Galilee

#### Healing at the Bethesda Pool

After this there was a feast of the Jews, and 5 Jesus went up to Jerusalem. Now there is in Jerusalem by the Sheep Gate a pool, which is called in Hebrew, Bethesda," having five porches. In these lay a great multitude of sick people, blind, lame, paralyzed, waiting for the moving of the water. 4For an angel went down at a certain time into the pool and stirred up the water; then whoever stepped in first, after the stirring of the water, was made well of whatever disease he had.ª 5Now a certain man was there who had an infirmity thirty-eight years. "When Jesus saw him lying there, and knew that he already had been in that condition a long time. He said to him, "Do you want to be

man to put me into the pool when the water is stirred up; but while I am coming, another steps

and walk." "And immediately the man was made well, took up his bed, and walked.

therefore said to him who was cured. "It is the Sabbath; it is not lawful for you to carry your bed."

tethzatha. 5:4 + NU-Test omits waiting for the moving of

7The sick man answered Him, "Sir, I have no

down before me." \*Jesus said to him, "Rise, take up your bed

And that day was the Sabbath. "The Jews

**Psalm** 119:105

Ger at the end of verse 3, and all of verse 4

tor mu

SHNA Ministries



### Website

Informational/call-to-action

Directory, launch-pad to resources

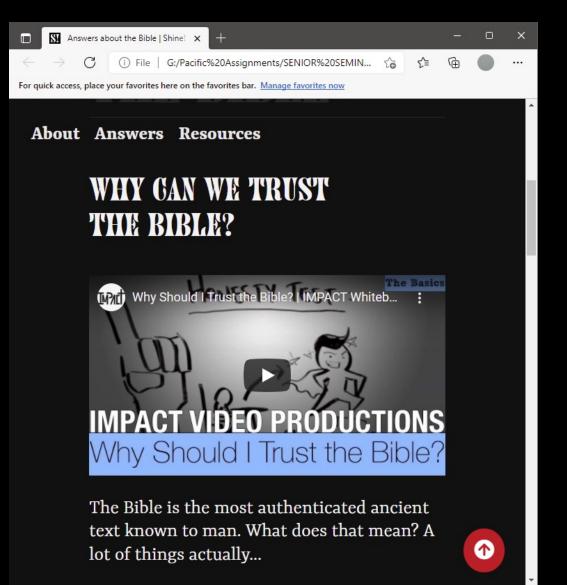
Answers to questions about the Bible, Christian faith

Faithful, trusted resources like ministries, authors, podcasts, radio, YouTube channels, apps, etc.

#### **Church finders**

Mobile-friendly, mobile first design

"Brutalist" web design



## Church Bulletin Insert

#### Call-to-Action

Customizable insert for church bulletin handouts

Provide information on how people can get involved and stay connected on a local level in their church

# 

#### We're glad to see you!

And let us consider how we may spur one another on toward **love and good deeds**, **not giving up meeting together**, as some are in the habit of doing, but **encouraging one another**.

Hebrews 10:24-25

#### e joined the <mark>church,</mark> oin the <mark>family.</mark>

valk with Christ with us by **unteering** in our ministries.

#### s, Fellowships

nal, Home Fellowship, Women's Bible ps, Marriage Ministry Fellowship, Men's up, Seniors Bible Study and Fellowship,

#### ens

ary Kids' Bible Club, Team 56 Bible Study, High Ministry, Unite High School Ministry

s, GriefShare, DivorceCare, New Creation

<sup>•</sup> our Information Counter in the Fellowship estions, fill out a Visitor's Card, and receive jion on any ministry.

#### nnected!

Visit us online at www.ccmodesto.com Facebook.com/CalvaryChapelModesto

Download our app at www.ccmodesto.com/app @CCModesto

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Hebrews 10:24-25

## You've joined the church, now join the family.

Grow in your walk with Christ with us by **joining or volunteering** in our ministries.

#### **Bible Studies, Fellowships**

Men's Devotional, Home Fellowship, Women's Bible Study & Groups, Marriage Ministry Fellowship, Men's Bible Fellowship, Seniors Bible Study and Fellowship, Young Adults

#### Children, Teens

Trail Life, Calvary Kids' Bible Club, Team 56 Bible Study, Thrive Junior High Ministry, Unite High School Ministry

Support Moms of Littles, GriefShare, DivorceCare, New Creation

Please stop by our Information Counter in the Fellowship Hall to ask questions, fill out a Visitor's Card, and receive more information on any ministry.

#### Stay connected!

Visit us online at www.ccmodesto.com Facebook.com/CalvaryChapelModesto

Download our app at www.ccmodesto.com/app



#### Sunday Service Times

8:30 am

Adult Worship (10 years & older) Sanctuary Junior High Worship Service Junior High Room Children's Church Education Building

10:45 am Adult Worship (10 years & older) Sanctuary Junior High Worship Service Junior High Room Children's Church Education Bulding Special Needs Class Room 102

6:00 pm Evening Bible Study --Through The Bible--(10 years & older) Sanctuary

Children's Church Education Building

#### Prayer Meetings (Open to All)

Sunday Service Prayer Sundays 8:30 am & 10:45 am Prayer Room Sunday Evening Prayer Sundays 5:15 pm - 5:45 pm Sanctuary

We desire to maintain an environment in the sanctuary as free of distraction as possible. Therefore, we ask that children (under the age of 10) be taken to their classroom according to their age or grade level. If you desire to sit with your children (under the age of 10) during the adult worship service, we ask that you please use the seating provided for you in the Fellowship Hall. Additionally, if you need to leave your seat and desire to return during the seating in the back until to sit in the reserved seating in the back until to teaching has concluded. Thank you.

#### December 2021 Events

Children's Min. Servant Open House 12/4 Saturday at 11am Fellowship Hall

Team 56 Christmas Party 12/10 Friday at 6pm <sup>Children's Auditorium</sup>

Men's Prayer Breakfast 12/11 Saturday at 8am Denny's (4324 Salida Blvd.) in Salida

Junior High Christmas Party 12/15 Wednesday at 6:30pm Junior High Room

High School Christmas Party 12/15 Wednesday at 6:30pm High School Room

Christmas Eve Service 12/24 Friday at 6pm Sanctuary

#### Notes



And let us consider how we may spur one another on toward **love and good deeds**, not diving up meeting together as some

not giving up meeting together, as some are in the habit of doing, but encouraging one another.

Hebrews 10:24-25

# Thank you!

Questions?