

Reopening - Communications Strategy & Signage Needs

Below is a checklist of Communications Strategy and signage needs. It is a working document and subject to revisions, additions and subtractions once plans are finalized.

WEBSITE UPDATES

Church facing Update Webpage

- Talking points (see below)
- Letter from Pastor Dan
- Link to Press Conference
- Link to Fox & Friends Video
- Eventbrite link to sign up with what to expect
- Reserve posting date until we are clear to take registrations (dates, service times)
- Prepare to post talking points on why we *are* opening / why we *are not* opening
- Allow people to sign on in support / organization to endorse our plan and have their logos added to the website
- Survey Results when available

Pastoral Resource webpage

- Video of the press conference
- Letter to the Governor PDF
- Worship Center seating chart PDF
- Survey PDF and results if available
- Vendor info for our cleaning supplies, masks, chair covers, restroom clean/dirty markers
- Sign in link to support and endorse our opening

EVENTBRITE - register to attend details

Eventbrite messaging will detail what to expect, before someone registers. Example Verbiage:

- Temperature will be taken and anyone with a reading over **100.4°** will be asked to watch online.
- We will be practicing social distancing
- You will be required to wear a face mask
- No children's ministry (family style services)
- Anyone over the age of _____ or with compromised health, should watch online only
- Explain the worship center will look different with spaced seating (there will be single seats, two seats, and four seats together max). If you are registering for more than 4 people to attend, you will be seated as close together as possible, but you will be asked to sit no more than 4 in a group (families with small kids attending can likely fit more than 4 across 4 seats).
- Explain the importance arriving early as it will take longer to be seated.
- There will be no shuttles running
- Parking will be on the top deck of the parking structure -- north driveway staff & handicapped ONLY

- Café will be closed at this time.
- Bookstore will be open (If allowed)
- There will be a seat cover placed on your chair. We ask that you remove the cover when you leave and dispose of them after service.
- If you arrive after service begins you may be directed to an overflow room. Please plan to arrive at least 15 minutes early.
- Once you are checked in you will stand in line at one of the two entrances to the auditorium. Lines observe social distance. Families that come together will stand in line together.

SIGNAGE

Handheld signs – held by staff and guest services as attendees drive in the drive way and come onto the campus. Examples:

- **Welcome Home!**
- **We missed you!**
- **You're essential!**
- **You are loved!**

A frames – (In the parking lot) **THIS IS A TICKETED EVENT** (3)

A frames – (As they enter from the parking lots onto the patio) **Distance Responsibly 6'** (3)

A frames – (Back of A frames to be seen when leaving) **We loved seeing you! Have a blessed day!** (5)

2' x 8' Grate – (Walking on the Campus) **Welcome Home! We missed you!** (3)

2' x 8' Grate – **Temperature check 1. Temperature Check 2, and so on through 5.** (5)

2' x 8' Grate - (Somewhere along the lines) **If you came together, Stay together** (5)

2' x 8' Grate - (by the nursery entrance) **Staff and Handicap Entrance** (1)

2' x 8' Grate – **Please resist the urge to shake hands or give hugs and kisses (we know it's hard)** (4)

2' x 8' Grate - **Wave is the new handshake** (4)

2' x 8' Grate - Restrooms - (At the entrances) **Please wait to be called by attendant or Please wait to be seated** (2)

22" x 28" MSS – (In front of the elevator) **Elevator not available**

22" x 28" MSS – (At the bottom of the stairs) **The mezzanine is closed at this time**

22" x 28" MSS – (If the Bookstore is allowed to be open) **Bookstore - 10 customers at a time**

22" x 28" MSS – (At the entrance to sanctuary doors) – **Seat closest to the stage first**

22" x 28" MSS – (At the exit doors) **Please dispose of seat cover here**

64"h x 132"w – (above garage doors with eyelets installed to hang vinyl signs)

- **Welcome Home!**
- **We missed you!**
- **You're essential!**
- **You are loved!**

8 ½ x 11 Stanchions signs just smaller than– possibly for line directions, entrance and exits (5)

12"D Ground decals –(at the front of the lines) **Practice Social Distancing**

Mark Ground – Blue tape 6' apart at entrance to building and entrance to sanctuary

Restroom door markers - that read clean/dirty **11 women's stall, 6 men's stalls plus 5 urinals-**
Close family restroom
Remove furniture leave plants
Giving kiosk glove station with trash can next to it

Digital Graphics –

Welcome Center – 3 tv's motion graphics (Welcome Back, We missed you, We love you etc)

Talking Points

We have been receiving negative feedback both from our congregation and the general public. Here are some basic talking points that I think we should forward to Pastor Dan once we are comfortable to gain his concurrence:

- Water of Life Community has and continues to be a partner with local & county officials in serving the community;
- We have maintained services to the poor, homeless, and senior populations throughout this COVID-19 crisis;
- As the state began dialog about re-opening, we (and others) believed that they improperly classified our worship gatherings as non-essential and high risk gatherings of strangers;

We have been in discussions with the governor, county & local officials about taking steps to allow churches to open worship centers **while maintaining social distancing standards** – if Walmart, Costco & Home Depot can do it, churches can as well.

We seek to reopen our worship centers because our congregations need fellowship:

- we need to spiritually care for the people who are serving others in this crisis.
- We are, in fact, encouraging those who are being spiritually fed online to continue watching online ...
- There are those in our congregation who are alone, don't have anyone in their household to fellowship with, or don't have adequate online access to our services.

We are **not** doing this:

- Because we oppose the governor or don't believe in the seriousness of COVID-19
- Because we need to raise donations through our tithing collections during services
 - We have met budget every week
 - We've even established a COVID-19 Relief fund through the generous donations of our congregation
- Expecting to have capacity crowds

We are:

- Maintaining social distancing
- Conducting temperature screening
- Reducing seating capacity to roughly 10% of the worship center (during initial phase) – 3200 seat capacity and we are proposing 320 guests per service
- Requiring guests to wear masks
- Requiring guests to RSVP to the worship service
- Requiring guests to acknowledge that they will not come if they are feeling ill, immune compromised, or one of the high risk groups

Thoughts / concerns we are processing

- I think we are going to be overwhelmed with demands for tickets to service
- Do we offer additional services or lottery style award of tickets?