Communication
10/11 – Exec and Leadership Team email
10/12 – All Staff
10/13 – Exec Summary and Creekhelp
 **Vision Doc - At the Movies (Nov 6 - Dec 5)**

**Series Focus:** Helping awaken the whispers of God that are all around us.

**Invite Pitch:** Most people watch movies to be entertained or to take a break from their real life. But what if hidden within the popular movies you love, there are unexpected messages that could just change your life?! Take our word for it—sit back, relax, and see you *At the Movies*!

**Theme verse:** Zephaniah 3:17 “For the Lord your God is living among you. He is a mighty savior. He will take delight in you with gladness.  With his love, he will calm all your fears. He will rejoice over you with joyful songs.”

**Weekly Topics\*:**

* November 6/7 - Purpose & Spiritual Vision; Genre: Big Blockbuster
* November 13/14 - Connection and Community; Genre: Feel Good
* November 20/21 - Grace and Forgiveness; Genre: Feel Good
* November 27/28 - Family Dynamics; Genre: Action
* December 4/5 Purpose; Genre: Christmas Classic

**Goals:**

What next steps will we ask people to take?

* Invite
* Attend consistently
* Complete I am new

How are we measuring success?

* Invite
	+ Measured by social shares of engagement with lobby and shares of series posts
	+ Goal: 150 shares of CedarCreek's At The Movies post on FB/IG and 600 user generated posts that tag us
		- Based off of highest post to date: 9,649 people reached. 811 post engagements. 287 reactions. 47 comments. 108 shares.
		- Hashtag: #atthemoviescctv
* Attend consistently
	+ Measured by weekend attendance, goal is to maintain or grow attendance from Week 1 to Week 5 of series
* Complete I am new
	+ Measured by total # submitted compared to average, goal is to see a 2x increase from average
	+ Goal: 180 households
		- Typical weekly new families checked in = 11
		- Typical weekly I am new completed = 7
		- Goal Calculation = 18 average per week \* 2x increase = 36 weekly \* 5 weeks of series = 180 households
	+ I am new strategy - Increase the number of “I am new” submissions with an incentive of tickets to another experience; follow-up will include an invite to Christmas Services
		- * Guest (one per family) can choose either movie tickets to keep *At the Movies* going ($25 value), or 2 tickets to Women’s Event or Marriage Event ($40 value)
			* See I am new incentive vision doc for all the details

**Ministry Calendar and Holidays:**

* Nov 6/7 - Baptism
* Nov 11 - Veteran’s Day
* Nov 13 - Second Sat Serve
* Nov 18 - Women’s Event
* Nov 25 - Thanksgiving
* Nov 28 - Group Leader Training
* Dec 4/5 - Baptism

**Series Resources:**

Family Ministries

* Phase Life Map – Technology; attached (to connect with the Movie/Screen Time conversation ...)
* <https://theparentcue.org/episode89/> - Podcast with Andy Stanley, “When your Kid doesn’t believe in God anymore:”
* <https://theparentcue.org/moving-beyond-the-holi-daze-10-tips-to-prepare-for-the-holidays/>
* <https://theparentcue.org/opposite-of-gratitude/>