

LivingItOut Daily Study – Vision Doc

January-Dec 2020

Vision for the Daily LivingItOut when tied to weekend message:

The LivingItOut is a resource that helps our guests engage Monday-Friday with the biblical principles, key takeaways and key scripture passages from the weekend message. While engaging with the LivingItOut, readers will spend time in their Bibles, which is one of the foundational ways that we grow in the principle of Knowing God. As we read Scripture and live it out in our daily lives, we grow in maturity and position ourselves to receive what God has planned for us.

Goals:

- To be reminded of the weekend message, its principles and key takeaways.
- To experience the Bible as being alive and active as well as a catalyst for life change and transformation.
- To recognize that the Bible has many practical applications that make a difference in our everyday lives.
- To Know God more through daily reading.
- To discover the next steps God has for us.
- For the scriptural principles of the weekend message to be reinforced either through a daily Bible reading.

When:

January 6 – December 31, 2020

Who:

Everyone at CedarCreek is invited to participate in the LivingItOut Bible Study

Changes for 2020:

Return the LivingItOut format to a devotional that is built from content from the weekend message with the print option shifting to on-demand or one week behind.

Primary reason:

- We have discovered that unpacking the weekend message is what makes the LivingItOut unique to any other devotional or study. It provides a direct tie to the weekend message and next steps specific to our church that guests can't get anywhere else.

Delivery Method:

The study is available:

- At LivingItOut.tv
- On the CedarCreek app
- Subscribers receive the LivingItOut Bible Study in their email each weekday morning.
- Print - Recommended new print schedule
 - We recommend that we place an emphasis on pointing Guest to the digital versions of the LIO being offered in a variety of places such as the LIO website, email via subscription, and the app.
 - We recommend that we do not offer a printed version of the upcoming week's LIO at the weekend service. Instead we would make a printable version available for guest to print on their own on Monday mornings. If a guest is unable to print the LIO during the week, they can pick up that previous week's LIO at Guest Services at the weekend services.

Other Resources provided with the Daily LivingItOut:

- Message Discussion Questions.
 - Each week we will provide discussions questions around the weekend message. These questions can be used by individuals to reflect on the weekend's teaching or used with a group of others such as family, friends or a CedarCreek Group.
- LivingItOut Podcast to replace message discussion video (see proposal).

FAQs:

How will LivingItOut be different in 2020 from 2019?

The Daily LivingItOut for 2020 will go anchored to the weekend message. It will unpack a key principle and scripture passage each day for readers to focus on and apply to their life.

Why are we going back to this format?

We have discovered that unpacking the weekend message is what makes the LivingItOut unique to any other devotional or study. It provides a direct tie to the weekend message and our church that guests can't get anywhere else.

Why will the upcoming week's LIO not be offered on the weekends?

To connect the LIO to the weekend message's key takeaways, we will be equipping writers with message content on Wednesdays after Prerecord. And since the process of creating the LivingItOut takes time, it will not be ready for print by the weekend service. A PDF of the week's LivingItOut will be available for guests to download and print on Monday mornings. If a guest is unable to print the LivingItOut during the week, they can pick it up on the following weekend.

How will the LivingItOut be promoted?

The LivingItOut will be shared as a NextStep for adults to take in the area of Knowing God. Both Groups leaders and GrowthTrack host will point participants to the LivingItOut as a resource to help them read their Bible regularly. Also, the LivingItOut may be shared during a weekend message if it is an appropriate NextStep for guests to take. Social Media is another place that the LivingItOut will be promoted.

How will this change be communicated to the readers?

For the week of 12/30 and 1/6, we will have a link included each day as part of the post that will include portions of the vision, goals, and FAQs in this doc but in guest-friendly language. We are also exploring having a video from Ben sharing the vision that would be included in this same time frame.

What if prerecord doesn't take place on Wednesday?

If prerecord does not happen on Wednesdays, then we will have to create the outline for writers from the weekend teachers notes. This may mean that week's LIO will have a higher view or be less connected to the weekend's principles and key takeaways.

What is the current metrics on LIO Engagement:

1. The number of people who are sent the LIO Monday – Friday
 - 4,225 currently subscribed.
2. What is the number of people opening up LIO.tv?
 - We don't have "great" records on this because most email clients block images by default and the way this is tracked is by embedding a 1px image that pulls from the server to show it was opened. That said, we have a rate of about 20% who allow images on "content days" and 15% on the Saturday "weekly resource" day pretty

steadily. So, 20% of 4,225 is 845 (that we know of) opening it. I'd wager it is higher, but I don't know if that means 1,500 or 3,000... we just don't know.



3. What is the number of people opening the LIO on the App?

- The app is just referencing the website in a mobile browser. If I pull website stats from Google Analytics, I see about 60% of livingitout.tv viewers are on mobile devices. We don't KNOW if that means they are in the app vs going to the site in a browser, but it's what we have. We see about 100-150 users a day on the website, so you could say that translates to 60-90 mobile users on the website daily.

**Engagement numbers provided by the I.T. Department*