

## **Strategic Discovery Experience (On-Site Church Consulting) By Scott Vaughan (Effective June 2008)**

Thank you for inquiring about our **Strategic Discovery Experience** - a multi-day, on-site experience designed to provide strategic communication assistance with the best possible stewardship of church resources.



Your Discovery Experience will accomplish two things: It will be prescriptive, offering many step-by-step ideas to improve communication; and it will be reflective, providing many opportunities for discussion of communication past, present and future. Churches find it helpful in meeting immediate communication needs, but also helpful for stimulating discussion about communication as a church priority.

Churches may create their **Strategic Discovery Experience** by choosing one, two, three or four on-site service modules:

### **Module One - Communication Review (Audit)**

This module provides an in-depth review of the church's communication methods or streams. Review is given to individual pieces like the newsletter, the website, the worship bulletin, ministry brochures, the church brand (including logo), guest or new member introduction brochure or CD, posters, bulletin boards and anything else the church uses. A written final report is provided.

### **Module Two - Guest Services/Infrastructure Assessment**

This module is one of my most popular. I will participate with your church on a Sunday morning, but my participation will be as an anonymous guest. From a guest's perspective, I will give review to your church's Sunday morning connection with guests. I use my 18-point infrastructure guide. Also, as part of this module, I will meet with 3-4 separate groups of your laity or leadership. I will provide a guide for assembling and help you assemble these groups. I will interview group participants on issues related to your communication effectiveness, ministry strengths, and community opportunities. The assessment is provided in a final, written report. This module requires a Sunday visit and a half-day on Monday for presentation of the report.

### **Module Three - Communication System**

How do your communication methods or streams work together to promote an event? How are your deadlines managed? How do staff and laity submit something for promotion? This module is completed through meetings and interviews with staff members who manage your church's communication. Following these interviews, a written document is prepared that identifies the current church communication system with recommendations for improvement. The final document also includes a covenant signed by staff members for deadline enforcement. This module requires one weekday with a second half-day for presentation of the report.

### **Module Four - Communication (Marketing) Strategy**

This module includes a meeting with staff to identify strategic communication goals for a planned strategy. A goal might be to improve internal communication among members, but most strategies focus on connecting the church with its community - improving the church image or attracting guests. Demographic research from the U.S. Census is used to identify people groups, and then connect the church to those groups through strategic communication with the right

message delivered at the right time. The final written document includes identification of the church's current climate, a strategic assessment of the church's internal and external environments, a month-by-month promotion calendar, and an anticipated budget. This module requires two weekdays with a third half-day for presentation of the draft report.

### Fee Structure

Travel may be adjusted due to the mode (air or car) of transportation or the cost of ticketing, but \$400 is an average for air travel from Columbia, SC. If travel is adjusted, final cost will be adjusted (increase or decrease) by that amount only. Please use the following table as a budget guide; you will need to contact Scott Vaughan Communications, LLC for a specific quote based on your location and goals.

<b>RATE CARD</b>	<b>Travel*</b>	<b>Expenses</b>	<b>Fee</b>	<b>Days/Evenings</b>	<b>Total</b>
<b>Module One - Review</b>	NONE	NONE	\$300	NONE	\$300
<b>Module Two - Infrastructure***</b>	\$400	\$500	\$1,000	1.5/2	\$1,900
<b>Module Three - System</b>	\$400	\$500	\$600	1.5/2	\$1,500
<b>Module Four - Strategy</b>	\$400	\$750	\$2,500	2.5/3	\$3,650
<b>COMBINATIONS**</b>					
<b>Module 1&amp;2 (10% Discount)</b>				1.5/2	<b>\$2,050</b>
<b>Module 2&amp;3 (10% Discount)</b>				2.5/3	<b>\$2,575</b>
<b>Module 1,2&amp;3 (15% Discount)</b>				2.5/3	<b>\$2,750</b>
<b>Module 3&amp;4 (10% Discount)</b>				3.5/4	<b>\$4,175</b>
<b>Module 2,3&amp;4 (15% Discount)</b>				4.5/5	<b>\$5,125</b>
<b>Module 1,2,3&amp;4 (20% Discount)</b>				4.5/5	<b>\$5,150</b>
<b>*Estimate Only</b>					
<b>**Costs Reflect Discounts</b>					
<b>**Combination Fees Include Expenses</b>					
<b>***Module 2 Requires Sunday</b>					

**Once a church selects its modules, a 50 percent non-refundable deposit is required to calendar the on-site work. The balance is due on-site.**

### Cancellation

Cancellation by either party, regardless of reason, will not result in a refund of the deposit. The event will be rescheduled within 12 months of the original event, but as soon as possible. Scott Vaughan Communications, LLC will only cancel due to bed-ridden illness, prohibiting travel, or in the event of death/tragedy.

### Schedule

All Strategic Discovery Experiences begin on Sunday. If all four modules are selected the project will conclude on Thursday morning with a report to staff. Depending on the configuration of the experience, Scott Vaughan will work with staff to build a meaningful schedule.

### Impact on Staff Schedule

Most Strategic Discovery Experiences involve a morning meeting with staff. Typically, this meeting is scheduled for Monday or Tuesday morning. If all four modules are purchased, a second meeting is scheduled on Thursday morning for delivery of the draft report. Each staff meeting involves 60-90 minutes.

In addition, a staff member is required – during execution of most modules – as support for the project. This staff member will need to be available throughout the day, Sunday-Thursday, or the duration of the experience.

**Contact:**

**Scott Vaughan Communications, LLC**

P.O. Box 746

Lexington, SC 29071

(803) 808-7555

[www.svministry.com](http://www.svministry.com)