

Audience	Priority Message(s)	Messengers	Tools	Timeline	Who's Responsible?
Families with children	<ul style="list-style-type: none"> <li>♦ spiritual journeys;</li> <li>♦ caring community;</li> <li>♦ strong preaching and teaching</li> </ul>	<ul style="list-style-type: none"> <li>♦ former skeptics and seekers;</li> <li>♦ teachers;</li> <li>♦ clergy</li> </ul>	<ul style="list-style-type: none"> <li>♦ video blog;</li> <li>♦ members' spiritual reflections;</li> <li>♦ online calendar of education programs</li> </ul>	<ul style="list-style-type: none"> <li>♦ priority in August–September;</li> <li>♦ January</li> </ul>	<ul style="list-style-type: none"> <li>♦ Christian education chair working with communications staff person</li> </ul>
University community	<ul style="list-style-type: none"> <li>♦ strong preaching and teaching;</li> <li>♦ beautiful liturgy and music;</li> <li>♦ mission</li> </ul>	<ul style="list-style-type: none"> <li>♦ clergy;</li> <li>♦ teachers and students;</li> <li>♦ choir;</li> <li>♦ members in mission</li> </ul>	<ul style="list-style-type: none"> <li>♦ audio recordings of sermons and music;</li> <li>♦ seasonal guide to programs;</li> <li>♦ video interviews of members who do mission</li> </ul>	<ul style="list-style-type: none"> <li>♦ priority at Christmas, Easter;</li> <li>♦ seasonal guide in August, January;</li> <li>♦ mission focus before summer mission trip, holidays</li> </ul>	<ul style="list-style-type: none"> <li>♦ clergy;</li> <li>♦ Christian education chair;</li> <li>♦ music director;</li> <li>♦ mission committee chair working with communications staff person</li> </ul>
Disaffected from other traditions	<ul style="list-style-type: none"> <li>♦ welcome for skeptics, seekers, lifelong Christians and people exploring Christianity;</li> <li>♦ mission</li> </ul>	<ul style="list-style-type: none"> <li>♦ former skeptics and seekers</li> </ul>	<ul style="list-style-type: none"> <li>♦ essays by and videos of members asking hard questions</li> </ul>	<ul style="list-style-type: none"> <li>♦ Advent, Lent</li> </ul>	<ul style="list-style-type: none"> <li>♦ clergy;</li> <li>♦ communications staff person</li> </ul>
Social justice activists	<ul style="list-style-type: none"> <li>♦ strong preaching and teaching;</li> <li>♦ mission</li> </ul>	<ul style="list-style-type: none"> <li>♦ clergy;</li> <li>♦ mission partners;</li> <li>♦ mission members</li> </ul>	<ul style="list-style-type: none"> <li>♦ articles and essays about education programs;</li> <li>♦ sermon recordings;</li> <li>♦ stories and videos about mission and advocacy programs</li> </ul>	<ul style="list-style-type: none"> <li>♦ year-round with focus on evergreen stories that can be used when space permits</li> </ul>	<ul style="list-style-type: none"> <li>♦ Christian education chair;</li> <li>♦ advocacy committee chair;</li> <li>♦ mission committee chair working with communications staff person</li> </ul>