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THANK YOU!

Dear Greg and Sarah,

We are so thankful for the opportunity to work with you both in coming up with a public relations strategy for the Legacy Fulfilled curriculum. It has been our pleasure researching your organizations and delving deeper into biblical stewardship. We are so grateful to you both for taking the time to meet and share this great passion of yours with our team. We truly believe that the Legacy Fulfilled curriculum has the potential to make a deep impact on nonprofit organizations all over the country.

Doing the research for this campaign has given us all a better understanding of what biblical stewardship is, and how it can affect our lives. Through this campaign we have gotten to know about financial planning, a subject that none of us had spent much time considering before. However, we are now confident that completing this campaign has given us a deeper appreciation for financial planning and biblical stewardship as a whole.

We believe that the Legacy Fulfilled curriculum has the ability to leave a lasting legacy for the average couple all across America. Thank you for giving us the opportunity to work with Legacy Fulfilled, we hope you enjoy this campaign. Feel free to contact us with any questions you may have regarding the content in this campaign.

Blessings,

Brittney, Melissa and Michelle

INTRODUCTION

Legacy Fulfilled is a curriculum crafted to equip churches and their congregations on stewarding assets. This curriculum incorporates biblical stewardship principles and aims to teach the average couple about planned giving, and passing their assets as charitable donations to their local church. It is designed to facilitate the process of giving and help givers find their legacy while minimizing taxes through the giving process. It offers the donor an opportunity to build a legacy through giving in a way that will bring impact to the world through smart, educated giving. Because this generation is looking at the biggest wealth transfer in history, there is an opportunity to educate church tithers on how they can build a legacy through donating and passing on their inheritance in a way that reduces unnecessary taxes to help divert those funds or assets to organizations that are making a positive impact in the world.

Therefore, the Legacy Fulfilled team is looking to increase awareness of this curriculum within churches with the assistance of a public relations campaign. From meeting with our client, we were able to identify what the team is looking for specifically, and we hope to offer several different strategies that will help in the release of this curriculum to mega churches around the nation.

RESEARCH

Targeted Audience

Primary: Church Leadership - (*pastors, sermon planners & other church leadership*)

Secondary: Consistent Church Tithers (*above the age of 60*)

- *Demographics* - 5% of Americans tithe, 12% of born-again evangelical's tithe, but of that 12%, less than 25% of that group have included the church in their estate plan (George Barna study).
- *Note: Audience includes all of the U.S. Evangelical churches, starting with mega churches. Launch (estimated in August 2016) targeted to the following areas in the West Coast: Southern California (Orange County), San Jose, Portland and Phoenix*

Church Leadership Demographics

<http://www.uscongregations.org/wp-content/uploads/2014/02/Leadership-That-Fits-Your-Church-Leader-Guide.pdf>

Demographic	Survey	Ours
Gender	72% male	
Marital status	62% first marriage 20% remarried 9% divorced/ separated 4% single (never married)	
Family composition	64% no children at home	
Age	46% between 50–59	
Religious background	56% the same as raised	
Theological education	98% seminary degree	
Ordination for ministry	92% are ordained	
Second-career pastors	45% are second-career pastors	
Number of parish ministry positions	4 is national average	
First-call pastors	13% serving their first call	
More than one church or more than one job	12% serve more than 1 church 6% have another job	
Senior or solo pastor	31% are senior/solo	
Full- or part-time employment	85% are full-time employees	
Total compensation (salary plus housing allowance)	\$54,530	
Housing provisions	40% live in parsonage 65% receive housing allowance	
Health insurance (for pastor)	78% receive health insurance	
Contributions to a retirement plan	84% receive retirement contributions	
Educational debt	33% have educational debt	

Fulcrum Philanthropy Systems

Website Fulcrumps.com (use platform to announce/link to new start up)



Through Fulcrum Philanthropy Systems Organization, they are planning to carry out the Fulfilled Legacy Curriculum. The authors of Legacy Fulfilled, Greg Ring & Richard Blackmon, are the founders of this organization. This organization exists to “help clients be more successful in resourcing their vision”, assist in developing a planned giving program while identifying gifts that will make the services cash flow positive. The client needs are donor identification as well as relationship building. The services offered from this organization are:

- *My Legacy Planner (MLP)* - This provides net worth and tax liabilities, while introducing charitable options that are designed to reduce taxes.
- *The Giving Crowd* - This is a real time updates of all donor activity, a communication tool for charities to “market” the existence of the MLP to donors. It measures charity’s effectiveness and comparisons to others, standing as a marketing tool providing full analytics.
- *Coaching Services* - This “serve the masses and surface the few”, manages pre-approved marketing plan. It also reviews results/plans for strategic responses to donor interests,

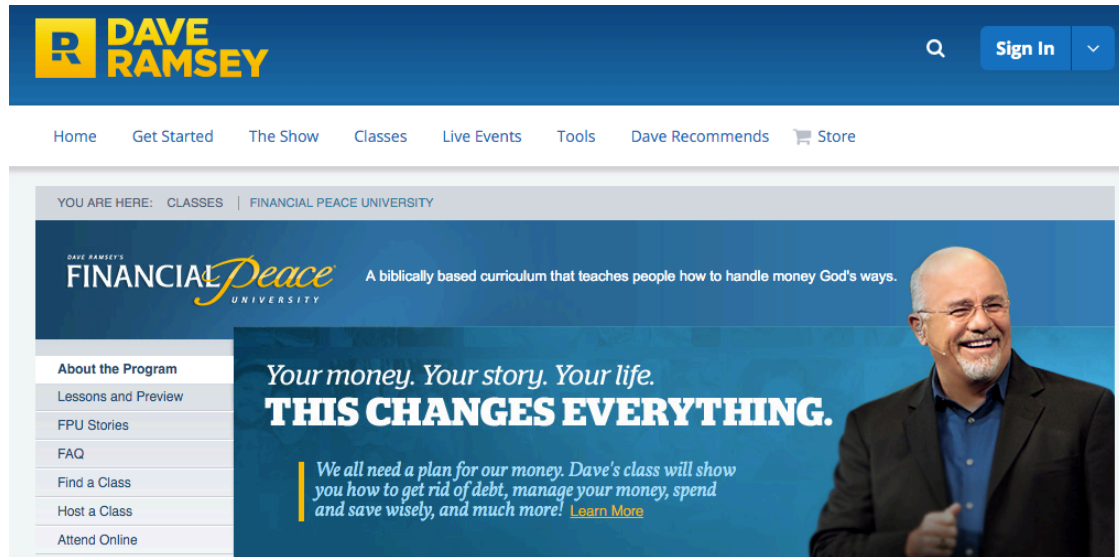
with on site activities at a reduced daily rate for staff training/meetings.

- *Consulting* - Through consultation, Customization and on site meetings with senior executives is given. Then they will launch planned giving effort and expand existing planned giving program, strategizing max opportunity for current and future gifts.
 - *“Merger of Disciplines”* – This cultivates current gifts while expanding planned giving reach creating massive future gifts.

Competitors

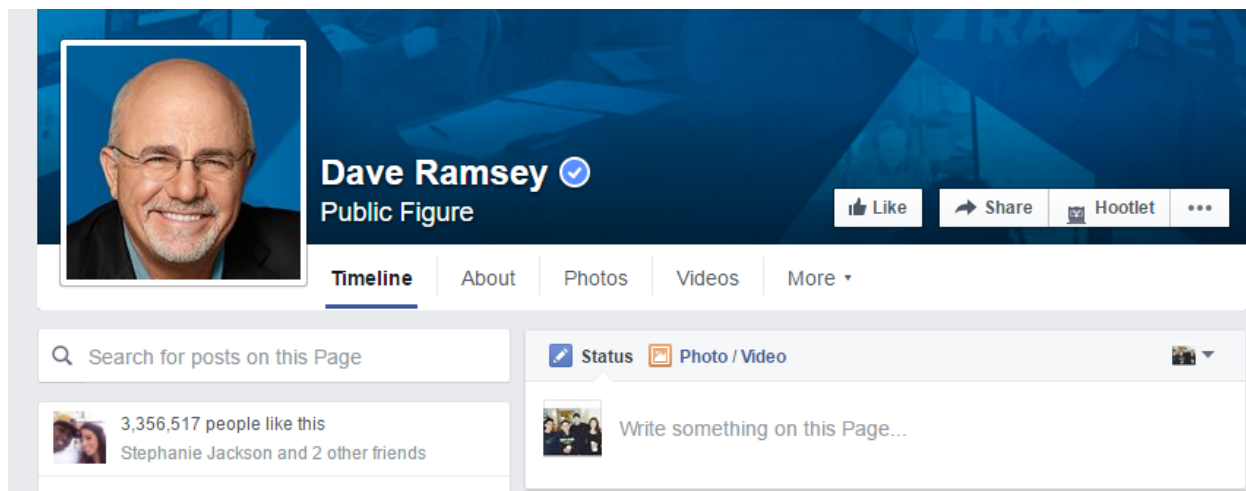
There are no direct competitors for Legacy Fulfilled at the moment, as Greg mentioned during the client meeting at Biola University. However, we researched a potential indirect competitor known as the Financial Peace University by Dave Ramsey. Through variety of products and services, this program “provides biblically based, common sense education and empowerment that gives hope to everyone in every walk of life”. Its goal is to help people reach financial goals, plan for money, as well as to stay out of debt.

Dave Ramsey has a very easy to navigate website that communicates the importance of biblical giving, and allows the participant to learn how to give “their way” which communicates a tone of giving control to the participant of where the money goes. Also, “stories” are heavily emphasized (In the tagline “your story.”) and with the supporting stories accompanied by visuals on the homepage of the website. There is also a button allowing the site visitor an opportunity to read more stories. (Note: Legacy Fulfilled must keep this emphasis on stories in mind while differentiating themselves from Dave Ramsey some way).



Social Media - Dave Ramsey's program is active on Facebook, Twitter, YouTube and Instagram. All social media profiles have consistent branding, are thoroughly filled out (bios, about sections) and have different content tailored to each platform. There is a very large following on each platform.

- *Facebook* - Posting 3-4 times per day



The Facebook page has a very large following (3, 356, 517). There is no engagement from the page manager (no replies to comments, questions in the comments section).



A lot of the content shared is original content from the Dave Ramsey website with a short blurb. Most of the articles provide free valuable information that are worth sharing and give people short lists of tips to help encourage financial success such as budgeting, eliminating debt, and practical ways to improve personal finances. Tone is very conversational and informal.

- *Twitter* - Posting 4-8 times a day



There are two main Twitter pages, one for Dave Ramsey as a person, which is used to promote the curriculum and another for the radio show which discusses content and scheduling information for the show. Both have large following although the person-branded page has a larger following by almost 200K followers and much more engagement.

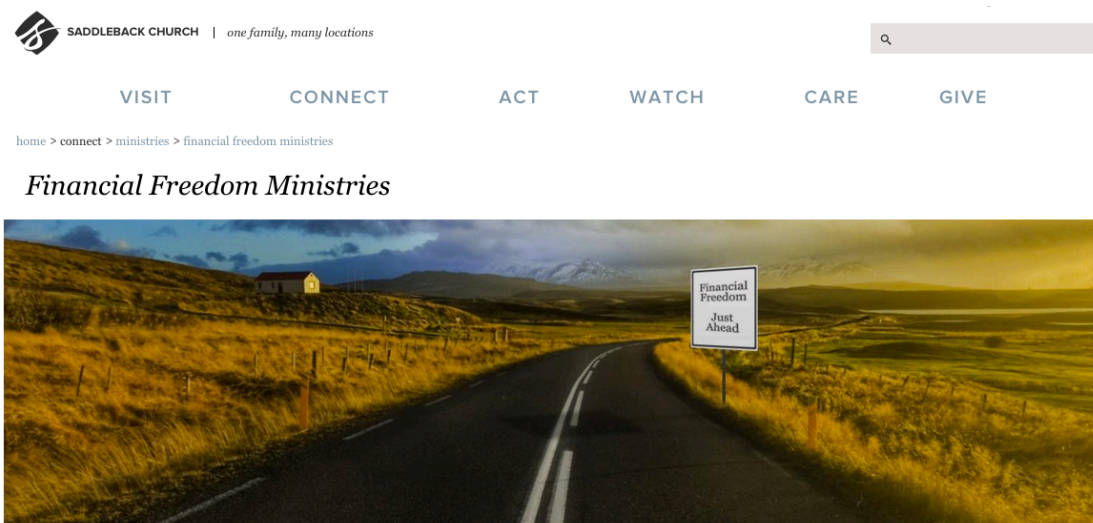


The Dave Ramsey Twitter page content that gets significant engagement answers questions, shares bible verses, and states financial facts and quotes. There is the occasional retweet of quotes, bible verses or radio show information. Most successful tweets have an underlying tone of tips for prosperity.

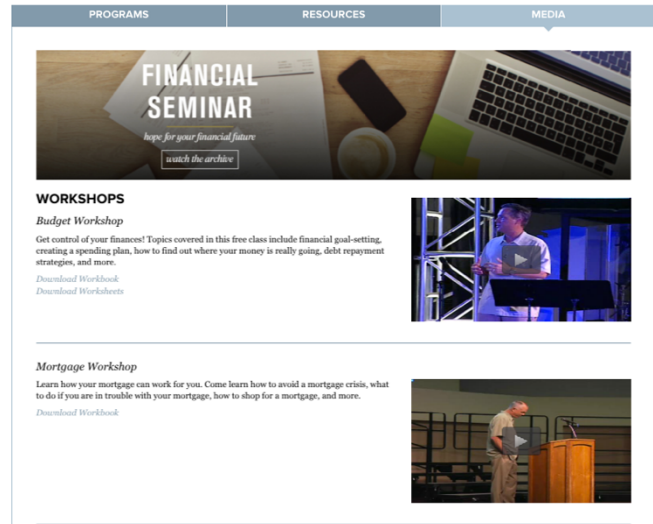
Church Communication

The mega churches that currently offer their congregations financial advice do so in the forms of workshops, curriculum, and resources.

- Saddleback: Website offers a tab called 'Financial Freedom Ministries' congregation on finances.



Saddleback also offers various resources and curriculums for their congregation on finances.



- Angelus Temple: This large and popular church uses their website to share event information.

The Angelus Temple pastor tweets about events (this gives him a persona that's familiar) and it gets more interaction from followers than announcements from the church profile.



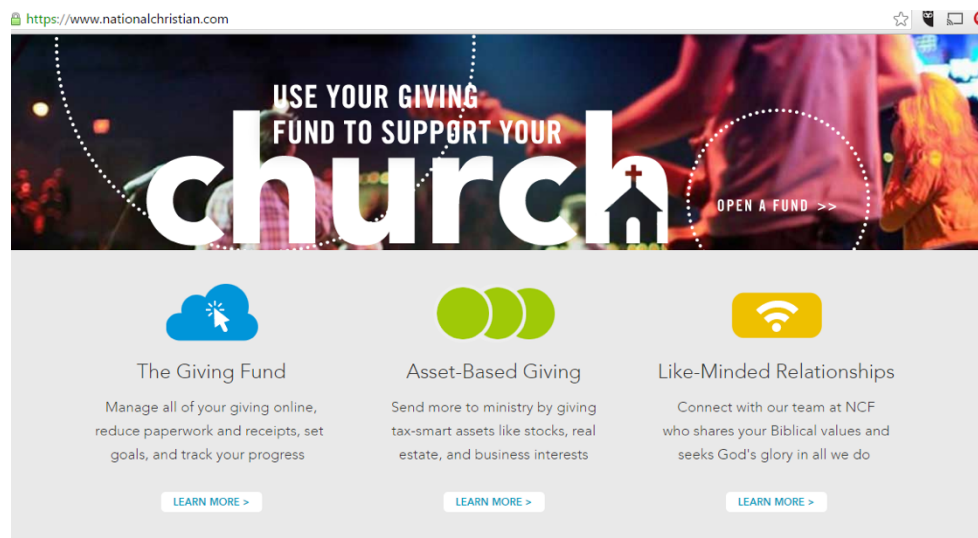
Based on this research, it appears that information shared from trusted people get more engagement and attention than profiles from organizations. People respond better to content with a human face that they can identify with and trust. Also, it appears that people are drawn to quotes, tips, and valuable pieces of

information in small digestible portions (short tweets, short quotes in visual formats, and short list articles).

Marketing Channels

Legacy fulfilled has an established network of organizations that they plan on using as marketing channels. The plan is to connect with mission agencies, universities, parachurch organizations who have a strong voice to reach church leaders.


- National Christian Foundation - a ministry that helps simplify givings with greater impacts. Providing their clients, the asset-based giving, creative solutions, they stand as the “modern day generosity movement”.



NCF’s website makes it clear right away that they can help pair donors with different ways to give, and to build relationships with fellow Christians. Community and control over giving may be a trend and key to building a campaign.

Current Flyer for the Launch Event


Launching with Biola's Talbot in August/September 2016









Over the years, one conversation that comes up from time to time is Legacy. Many of our folks at Mission Hills want to know... "How can my life make a difference?" "How do I fulfill inheritance objectives for my children and grandchildren?" "Is it possible for me to disinherit the government in favor of the various charities that we care about?" These and other questions will be answered in a powerful presentation on **April 17 and April 24th**

Legacy Fulfilled: everyday people...extraordinary impact

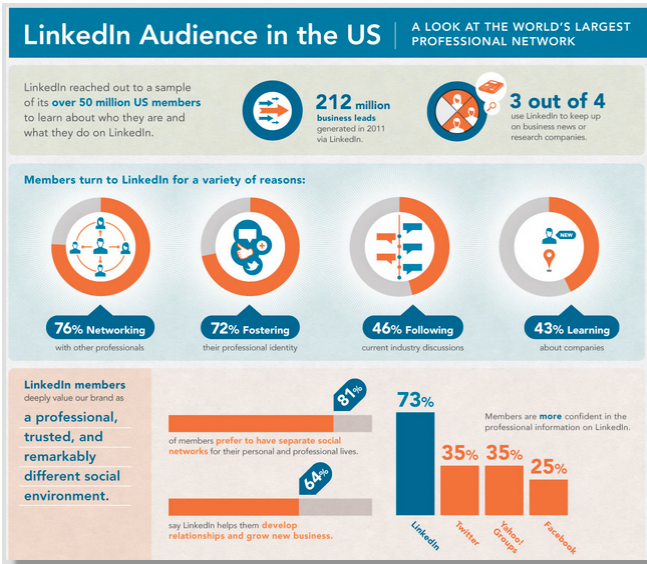
We have invited nationally recognized speakers, Jeanne McMains of Foreground Solutions and Greg Ring of Fulcrum Philanthropy Systems to share with us biblical and practical insights on this important topic. These two experts have created hundreds of millions in charitable gifts and tax savings for folks all across America. You are welcome to bring your financial adviser or attorney, although the session will not be overly technical in nature. Our aim is to provide practical and biblical information to help you address a topic that all of us care about. How do I make my life count? That is a "legacy fulfilled."



Social Media

 PINTEREST	 TWITTER	 FACEBOOK	 INSTAGRAM	 GOOGLE+	 LINKEDIN
SOCIAL SITE THAT IS ALL ABOUT DISCOVERY	MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS	SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE	SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS	SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES	BUSINESS ORIENTED SOCIAL NETWORKING SITE
LARGEST OPPORTUNITIES	LARGEST PENETRATION in the US	LARGEST OPPORTUNITIES	MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO	NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING	BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT
USERS ARE: 17% MALE 83% FEMALE	BUT SPREADING SLOWLY AND STEADILY 5,700 TWEETS HAPPEN EVERY SECOND	COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY	25-35 YEAR OLDS ARE THE MOST ACTIVE	25-35 YEAR OLDS ARE THE MOST ACTIVE	POWERS 50% OF THE WORLD'S HIRES
20 MILLION ACTIVE USERS	241 MILLION ACTIVE USERS	1+ BILLION ACTIVE USERS	200 MILLION ACTIVE USERS	540 MILLION ACTIVE USERS	300 MILLION USERS

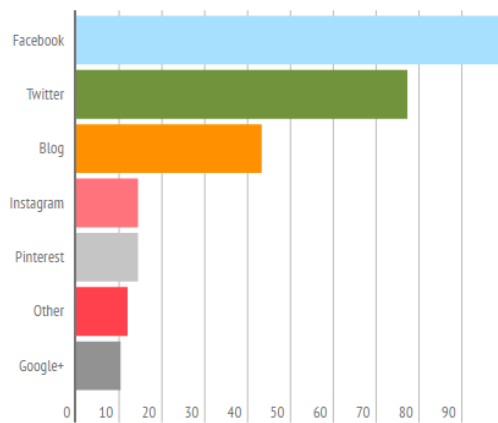
- *LinkedIn* - This social media is utilized by many professionals with business purposes. It is seen as



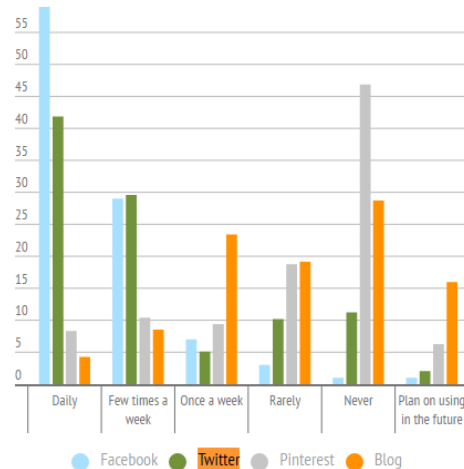
an “online resume” that provides many business related material that can be very useful, creating many professional connections as well. It is noted that more than one million companies have LinkedIn Company pages, with thousands of developers using LinkedIn APIs to create innovative tools and services for professionals.

- *Twitter* - According to the study on social media and social media used in church (<http://infogr.am/Social-Media-in-Church?src=web>) 46.1% of churches say that social media is an effective outreach method. If churches are already getting good reach using social media it makes sense to use it to reach communities within the church audience.

What platforms are churches using?



How often do people use different social media sites?



Because Twitter is a platform used daily only second to Facebook, it has the potential to reach a wide population of users. Twitter also has advanced targeting which would help run campaigns targeted to

users within a certain age (baby boomers and above) and by location (West Coast where curriculum launches)

- *Facebook - Pew Research reports*, as of 2014, "52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users."
 - 71% of all online adults use Facebook.
 - 58% of the entire adult population use Facebook
 - 66% of all online men use Facebook versus 77% of all online women.

Everyone is on Facebook so a business can use it to connect with their publics.

Problem/Opportunity Statement

Legacy Fulfilled curriculum

There is no other program like Legacy Fulfilled, a biblically supported financial planning curriculum for church members, which calls for a need for churches to become aware, informed, and interested in the curriculum in order to plan their legacy biblically and efficiently.

SWOT ANALYSIS

Strengths

- Strong staff with experience in gifting/donating
- Incorporated with Biblical principles
- New idea of balance sheets rather than checks
- Shorter than competing course by Dave Ramsey
- Giving clients the authority over their money

Weaknesses

- No published work/manuscript
- Not enough awareness of the program
- No current method of measuring inquiries
- No website
- Lack of existing client base for more referrals

Opportunities

- No direct competition
- Introducing the program through social media
- Partnered with Talbot
- Strong relationship with established organizations
- Branching off Fulcrum

Threats

- Tithing is easier
- Other programs that are established have more credibility
- Blurred lines between client donors and client institutions. Why take the curriculum if donors can donate through institutions with assets already like Biola?

PROGRAMMING

Goal Statement To increase awareness of the Legacy Fulfilled curriculum within churches to position Legacy Fulfilled to gather more inquiries

1. Audience Church leadership such as pastors, sermon planners and other church leadership

SMART Objective 1 Build awareness of the Legacy Fulfilled curriculum among church leadership on social media resulting in 1000 interactions on social media by December 2016

- **Strategy 1** Pitch curriculum in a message to church leaders on LinkedIn
 - **Tactic 1** Create LinkedIn profile for organization
 - **Tactic 2** Connect existing founders and staff members to Legacy Fulfilled social media pages by mentioning them in the “about section”
 - **Tactic 3** Have each found list Legacy Fulfilled as a current work location on LinkedIn
 - **Tactic 4** When profiles are complete and ready to launch, invite existing contacts to connect/follow
 - **Tactic 5** Create LinkedIn message template
 - **Tactic 6** Search LinkedIn people by church name or title and send message
 - **Tactic 7** Reply and engage as necessary, but do you push inquiry, just offer valuable information
- **Strategy 2** Reach the church leadership audience through partnering with Christian bloggers to post content about Legacy Fulfilled topics
 - **Tactic 1** Create social media release webpage
 - **Tactic 2** Write social media release text (short press release providing facts about the current situation)
 - **Tactic 3** Upload any accompanying images to Flickr account

- **Tactic 4** Embed sharable complementary images, infographics and curriculum benefits fact sheet
- **Tactic 5** Draft writing invitation email for bloggers
- **Tactic 6** Comprise a list of Christian bloggers
- **Tactic 7** Send link to Christian blogger contacts so they write and use Legacy Fulfilled images (*Ask them to monitor and report stats of web traffic to their blog posts*)
- **Strategy 3** Promote the Legacy Fulfilled Launch event
 - **Tactic 1** Create Facebook page and add consistent branding photos and bio information
 - **Tactic 2** Craft a Facebook events page for the launch of curriculum
 - **Tactic 3** Create a graphic (for social media) and a flyer to announce the launch of curriculum

2. Audience Megachurch members, baby boomer generation, above the age 60 who tithe

SMART Objective 2 Build awareness of the Legacy Fulfilled curriculum among megachurch members by social media content that results in 500 share actions by December 2016.

- **Strategy 1** Direct church leadership such as pastors who have expressed interest in Legacy Fulfilled to share our content on their social media
 - **Tactic 1** Post informative graphics on social media release page
 - **Tactic 2** Comprise a list of megachurches throughout Southern California to send toolkit webpage link
 - **Tactic 3** Lead them to Legacy Fulfilled social media release page
 - **Tactic 4** Lead them to Legacy Fulfilled social media pages and encourage sharing
- **Strategy 2** Post valuable financial planning tips on Legacy Fulfilled social media pages (Twitter and Facebook)

- **Tactic 1** Create Facebook and Twitter profiles
- **Tactic 2** content calendar with social media drafts
- **Tactic 3** Brand social pages with cover photos, bio information and website link
- **Tactic 4** Publish to Legacy Fulfilled social media profiles

IMPLEMENTATION

1. Audience Church leadership such as pastors, sermon planners and other church leadership

SMART Objective 1: Build awareness of the Legacy Fulfilled curriculum among church leadership on social media resulting in 1000 interactions on social media by December 2016

Legacy Fulfilled is a new organization, so it is priority to increase awareness across churches of the program and how it can benefit the Christian community, both members and church organizations alike. Because there is no current presence on social media or on a dedicated Legacy Fulfilled website, the goal here would be to create content that gets attention and sparks interest among church leadership and Christian influencers to be able to attain a sample size of interactions big enough to guide future campaigns and the later months of this campaign itself. Interactions show a level of interest in the content that is shared, so the focus will be on creating content that sparks conversation.

- **Strategy 1: Pitch curriculum in a message to church leaders on LinkedIn**

There is a need to come into direct contact with church leadership members, and social media is the easiest way to identify who is who as it lists a person's name, title, location of work and allows for a direct message to be sent. Of course, this strategy is a way to open lines of communication, not to convert online profiles into leads in one conversation. You can easily reach out by messaging pastors of churches and offering them an opportunity to learn more about the program, remembering to remain human, and be considerate and professional, as building relationships is crucial.

- **Tactic 1: Create LinkedIn profile for organization**

LinkedIn can be used to target church leaders specifically and where Legacy Fulfilled can intentionally send messages to church leaders for networking and to discuss shared interests - with pastors, financial planners, and relevant professionals.

The LinkedIn company page can be created by following instructions here:

<https://business.linkedin.com/marketing-solutions/company-pages/get-started>

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

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- **Tactic 2: Connect existing founders and staff members to Legacy Fulfilled social media pages by mentioning them in the “about section”**

In order to populate the pages with “followers” it is important to invite existing contacts with whom authentic relationships already exist so that they can keep up to date, and the profiles begin to see some activity from followers who are genuinely interested in or involved with Legacy Fulfilled. Founders can add Legacy Fulfilled organization details into their bios on LinkedIn. Tip: use relevant keywords such as “financial planning” and “biblical stewardship” or “asset donations”. These are examples- research should be performed first.

- **Tactic 3: Have each found list Legacy Fulfilled as a current work location on LinkedIn**
- It appears all founders have LinkedIn profiles. Updating their profiles with Legacy Fulfilled info will help increase exposure of the organization name and make it easier for potential interested parties or church leaders to reach out directly on LinkedIn

- **Tactic 4: When profiles are complete and ready to launch, invite existing contacts to connect/follow**

“Get excited with us! Legacy Fulfilled is now on social media so you can get valuable financial tips, and biblically supported advice on the go. Follow us to get convenient information about the Legacy Fulfilled program for information and encouragement as you plan your legacy and choose how your life will impact the world.”

Facebook URL + clickable icon + username

LinkedIn URL + icon: Connect with us to see what we’re up to



To the left is a mock announcement graphic that can be used across social media.

Editable graphic link:

https://www.canva.com/design/DABwhhg-IDk/share?role=EDITOR&token=JMgbty-7mD_xb-lUuVpGKQ&utm_content=DABwhhg-IDk&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

- **Tactic 5: Create LinkedIn message template**

Because we are giving the audience an easy way to share information about Legacy Fulfilled, we suggest creating an announcement email to be sent to megachurches driving them to the site.

The email would look like this:

Hello [Insert name here],

Biblical stewardship requires that Christians view money differently than the secular world. While some may say that attaining money brings happiness and fulfillment to our

lives, 1 Timothy 6:10 tells us that the love of money creates evil. Biblical stewardship encourages us to find the true value of life which is not found in money.

Legacy Fulfilled offers a curriculum that allows the average person to consider money wisely, and create a plan to pass on their assets in a way that benefits their children as well as their local church. This curriculum incorporates biblical stewardship principles and aims to teach the average couple about planned giving, and passing their assets as charitable donations to their local church. It is designed to facilitate the process of giving and help givers find their legacy while minimizing taxes through the giving process. It offers the donor an opportunity to build a legacy through giving in a way that will bring impact to the world through smart, educated giving.

Because this generation is looking at the biggest wealth transfer in history, there is an opportunity to educate church tithers on how they can build a legacy through donating and passing on their inheritance in a way that reduces unnecessary taxes to help divert those funds or assets to organizations that are making a positive impact in the world.

Please visit our website to find out more on how your church can use the My Legacy Planner to benefit the congregation. On the website you can find various tool for your convenience to help teach your church members on the importance of biblical stewardship and the benefit of passing on assets.

*Blessings,
Greg Ring*

- **Tactic 6: Search LinkedIn people by church name or title and send message**

LinkedIn makes it easy to search by workplace, industry, name and other criteria. Search to find church leaders in areas or with positions that would be valuable to Legacy Fulfilled. It is important to open the line of communication and offer something of value, but not to push the program. It may help to open the conversation with a simple introduction such as “Hello, I’m interested in talking to you about helping your church become informed about donating their assets to the church while helping them plan their own finances. Is this something you and I can discuss?” Then, follow with a modified version (as you see fit) of our template message. The point is to network and build connections while increasing awareness of the program, without pressuring contacts into an end result.

- **Tactic 7: Reply and engage as necessary, but do you push inquiry, just offer valuable information**

Make sure to monitor any replies to keep a genuine conversation going and answer any questions.

- **Strategy 2: Reach the church leadership audience through partnering with Christian bloggers to post content about Legacy Fulfilled topics**

- **Tactic 1: Create social media release webpage**

Have your web designer create a web page on your website in a blog format dedicated to the purpose of having a space to consistently post fresh content that your pastors can share with the congregation, bloggers can access, and you can track to see its effectiveness. Think of it as a media file resource hub that also serves as an interactive space to share information with your website visitors. Make sure to add social icons so that your content is shareable to social profiles straight from your website.

- **Tactic 2: Write social media release text (short press release providing facts about the current situation)**

Here you can post a short version of a press release that will be supported by media files that can be shared on social media.

A PLANNED GIVING PROCESS WITH THE AVERAGE PERSON IN MIND

LEGACY FULFILLED

Everyday people & extraordinary impact

- Only program of its kind
- Launching in the West Coast this fall and can visit coordinate church program by request
- Led by financial planning experts
- Can help reduce taxes and divert the money to a cause you care about
- Appropriately size children's inheritance
- Only 5 % of Americans tithe
- Only 25% of tithers donate assets as part of their tithe
- Campaign tag:
"Create your life story. Define your legacy"
- Appropriately sized Children's inheritance
- the average American holds 91% of their net worth in assets and only 9% in cash



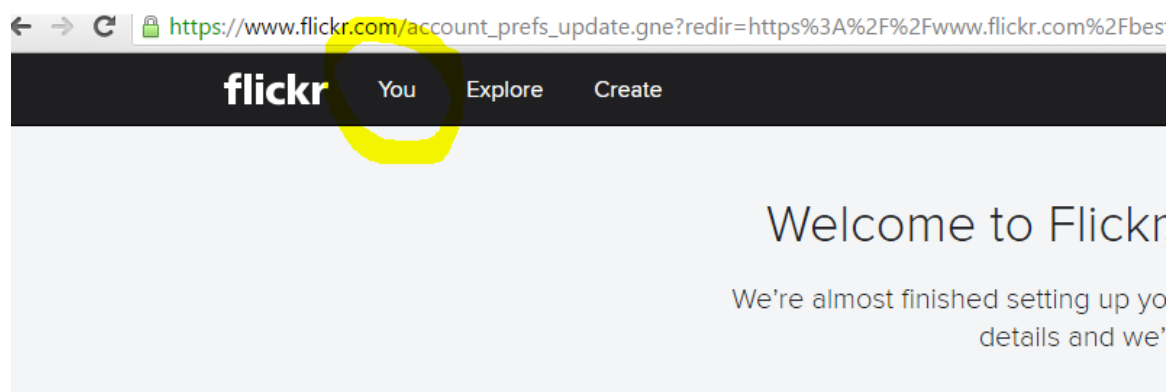
- **Tactic 3: Upload any accompanying images to Flickr account**

To help with tracking how many people have seen the infographic and visual images shared as part of the campaign, all images should be posted to a Flickr account and shared from there. <http://blog.flickr.net/en/2013/12/18/flickr-web-embeds/>

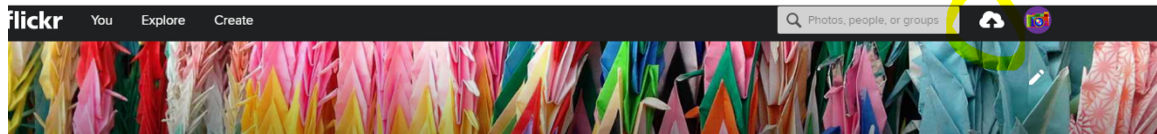
Having them all shared from one central place will help measure results, keep things organized, and can serve as a “visual content hub” where bloggers and church leadership can be directed to in order to gather sharable media. As the second goal is to help church leadership reach their audiences with interesting information about the curriculum, having a place online they can access to get content to share anytime is a good way to give them resources without having to create extra work.

Create a Flickr account here: <https://login.yahoo.com/account/create?.lang=en-US&.intl=us&.src=flickrsignin&.done=https%3A%2F%2Flogin.yahoo.com%2Fconfig%2Fvalidate%3F.src%3Dflickrsignin%26.pc%3D8190%26.scrumb%3D0%26.pd%3Dc%253DJvVF95K62e6PzdPu7MBv2V8-%26.intl%3Dus%26.done%3Dhttps%253A%252F%252Fwww.flickr.com%252Fsignin%252Fyahoo%252F%253Fredir%253Dhttps%25253A%25252F%25252Fwww.flickr.com%25252Fbestpractices%25252F&specId=yidReg&altreg=0>

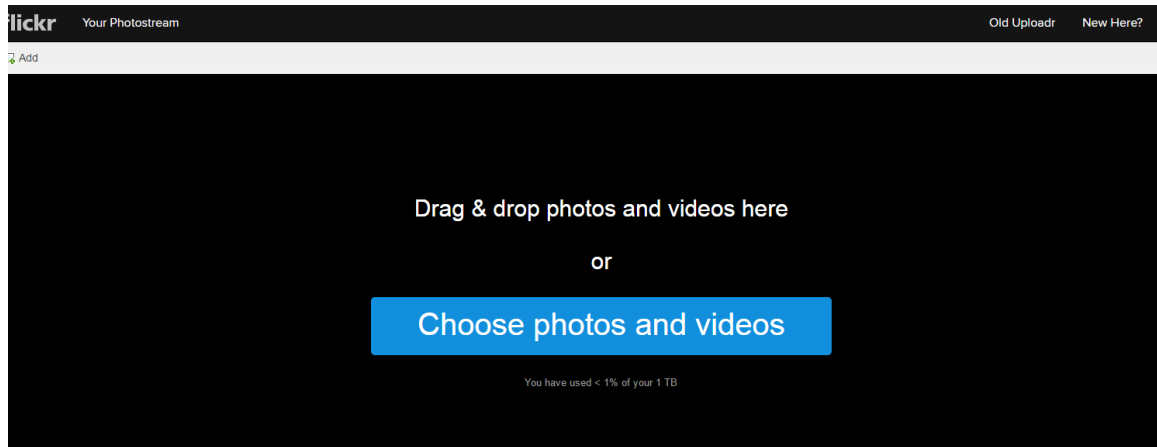
Set up the account by filling out the profile with a profile photo, account details and preferred settings. Once the account is created, hover the cursor over “YOU” (highlighted) and a dropdown box will appear where you can select whether to upload photos or view stats.



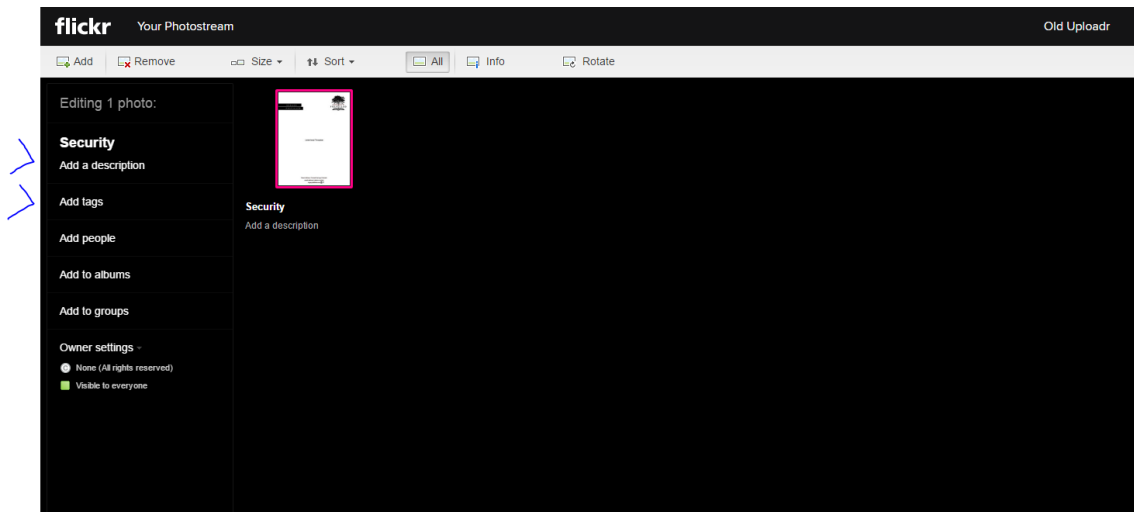
To upload a photo, click on the “Upload” icon



Select the media items you will be sharing here

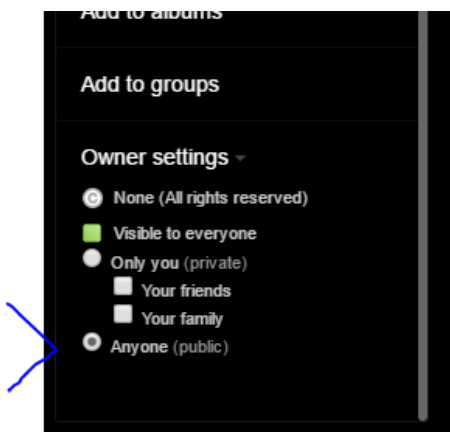
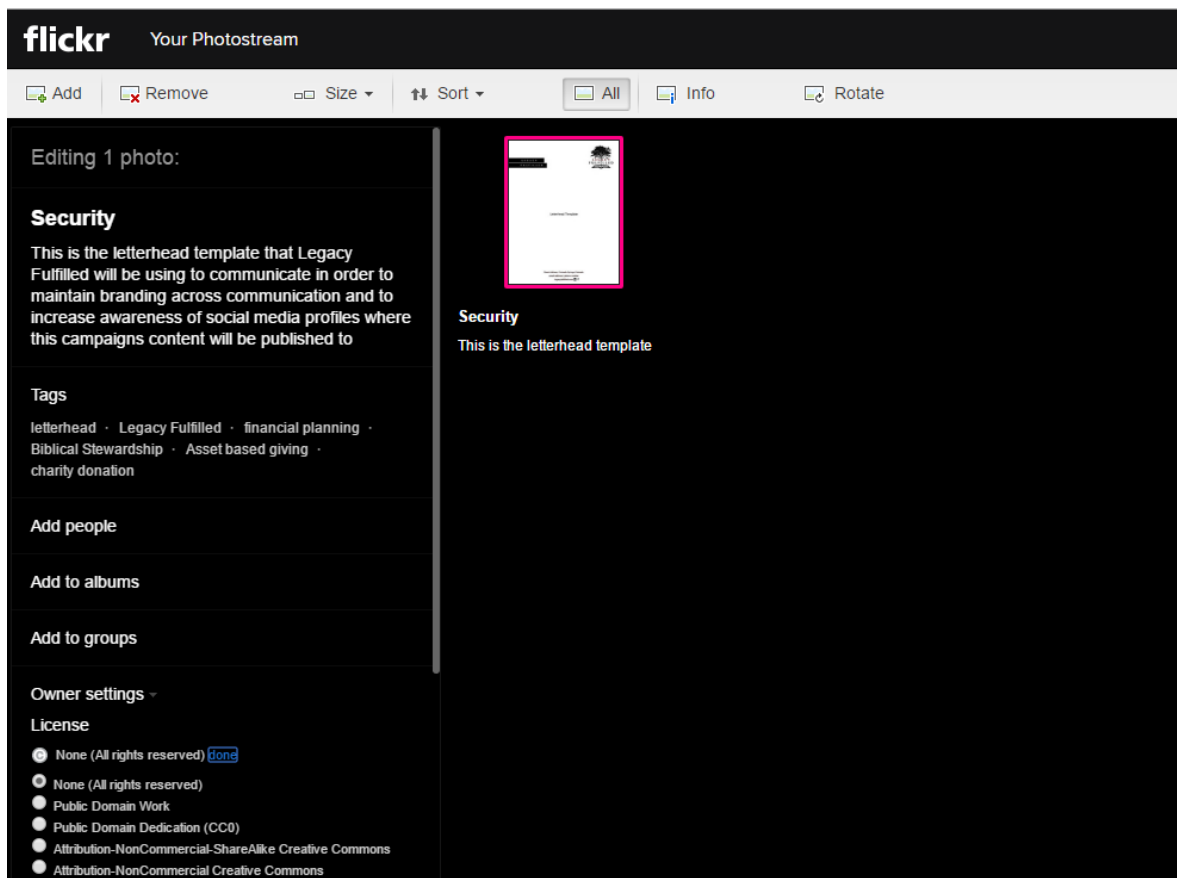


Make sure to add a description which can contribute to your SEO, and explain the contents to your viewer. You can also add tags to help boost your results in any searches.



Here is an example of the letterhead template that was uploaded, where you can see the description and tags are filled out. For your purposes, consider using relevant keywords that pertain to the specific image, as well as keywords that describe the purpose of your curriculum program: Biblical stewardship, financial advice, financial planning, assets,

property taxes, inheritance, will, donating to charity, tithing, asset based giving, financial planning, etc.



To be able to track views and stats on your media files, make sure to set the owner settings to “visible to everyone” as photos need to be public. This will allow them to be viewed, shared, and embedded by others and can increase your reach.

In order to view stats and evaluate the results of the campaign, you must upgrade your Flickr account to a paid subscription, Flickr Pro. There is a monthly fee of \$5.99 or \$49.99 a year. You can upgrade here: <https://www.flickr.com/account/upgrade/pro>

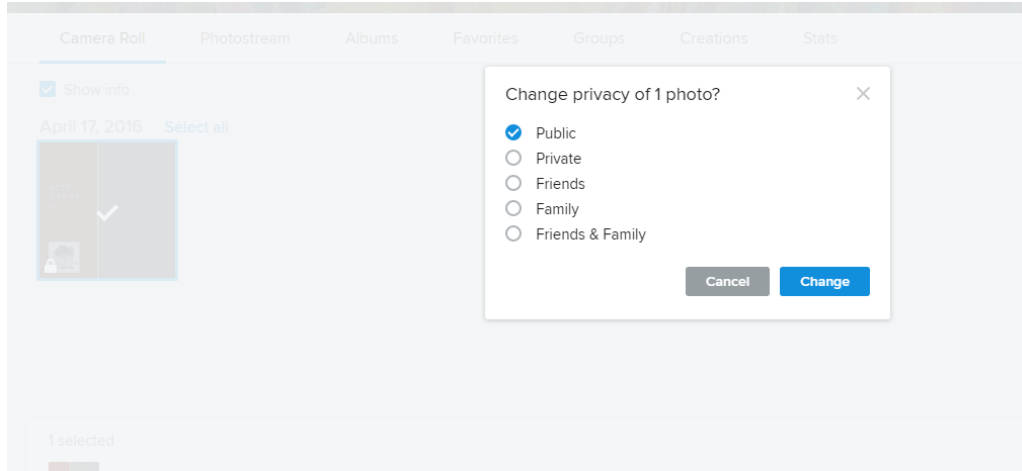
What you get	flickr	flickrpro	flickrpro +
• 100GB of storage	✓	✓	✓
• Powerful photo editing tools	✓	✓	✓
• Smart Photo Management	✓	✓	✓
• Advanced stats on your photos		✓	✓
• Ad free browsing and sharing		✓	✓
• Desktop Auto-Uploadr		✓	✓
• Save on standard shipping of Flickr photo merchandise		✓	✓
• 20% off Adobe Creative Cloud Photography plan, Adobe Photoshop CC and Lightroom CC, for the first year*		✓	✓
<small>*Requires purchase at Adobe</small>			
	Free	Get the Monthly Plan \$5.99	Get the Annual Plan* \$49.99

Each Flickr Pro subscription is auto-renewing and non-refundable. Prices in USD only. [Learn more.](#) *Coupons may apply.

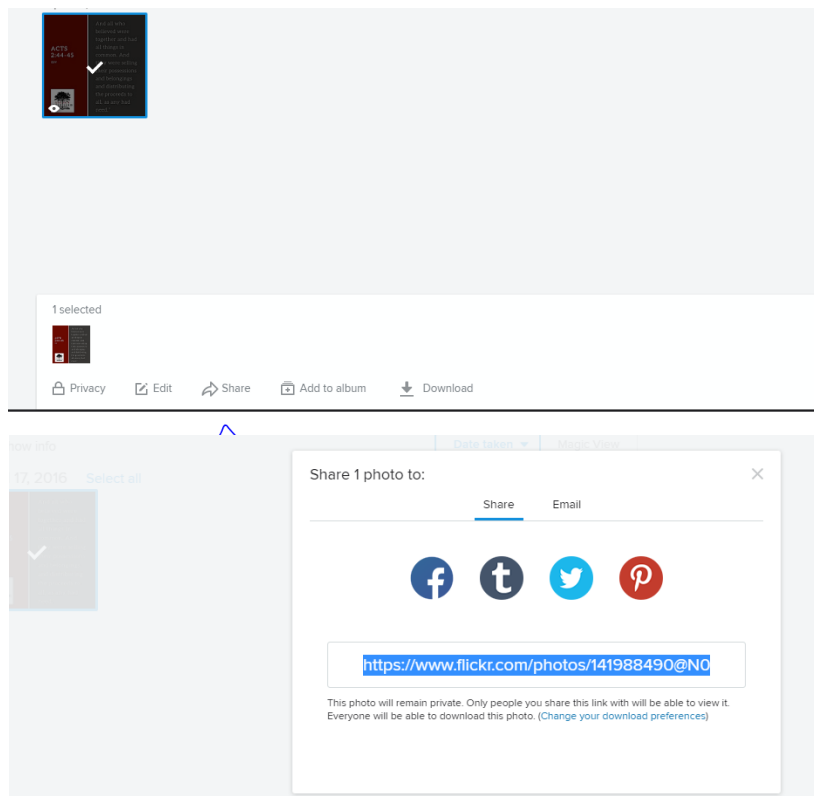
Flickr Pro stats will allow you to see how many views your media files are getting, and where they are coming from. Click on sources to find out where your media views are coming from. You can click on “Social” to get details on which platforms are performing best, which will serve as a good starting point for your next campaign. It is also important to evaluate throughout the campaign, so that any adjustments can be made to amplify efforts that are getting the best results and adjust poorly performing areas.



You can jump to “Photo Stream” to see your published photos, and double check privacy settings or make any changes.



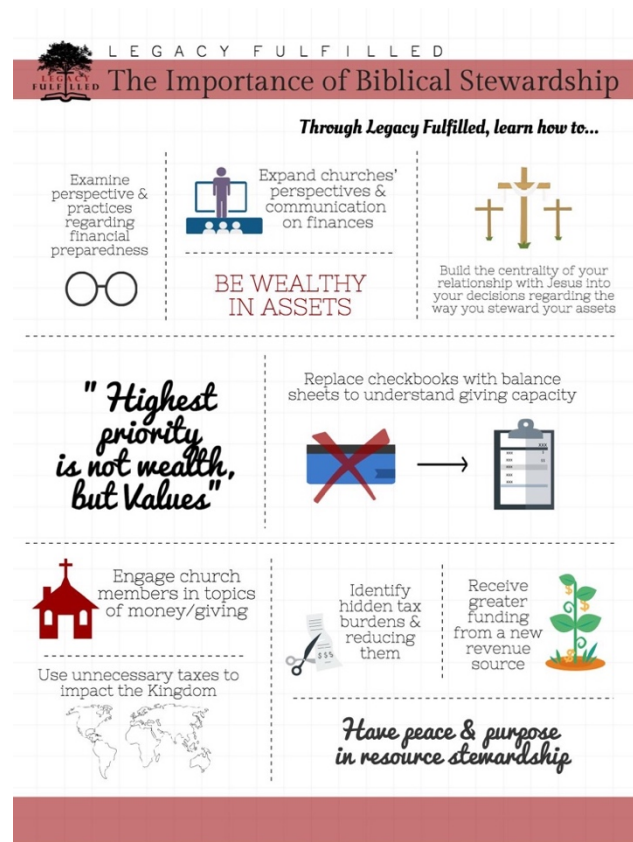
In order to get the most complete stats information possible, all media files should be uploaded to Flickr and shared from here to be able to track their impact. Once a media file is uploaded, click on “Share” to post to Facebook, Twitter, LinkedIn, or share in other marketing channels. You can embed the photos into blog posts, email newsletters, webpages and other places by posting the embed code into your html document.



- **Tactic 4: Embed sharable complementary images, infographics and curriculum benefits fact sheet**

We suggest to create graphics and visual content to introduce church leadership, or anyone to the Legacy Fulfilled curriculum. These visuals can give the public an idea what the objective and the vision behind this curriculum. It is a source to grab peoples' attention and interest, as the first step to participate in this curriculum.

To the right is an example of what an infographic may look like for the Legacy Fulfilled curriculum. This particular example lists out the goals for a participant to experience and gain from the curriculum. As simple as it looks, it gives an introduction of the curriculum in a very straightforward and clear method.



- **Tactic 6: Draft writing invitation email for bloggers**

"Have you considered writing about what do you do with other types of wealth besides money that the normal Christian doesn't immediately consider? Do your readers know how to steward their assets biblically? When we think of tithing, we think of currency, but aren't our assets also a form of wealth? We think your readers would be interested in answering

these questions and we would love if you would consider featuring any of our content in your blog.

We have content and other media resources available on our website for your use. Please contact _____ for details. This new financial program supported by biblical principles, is launching in the West Coast and will be visiting churches to share expert financial planning advice in the coming months. We answer these questions and more in our curriculum, get details on our website: [LINK to SOCIAL MEDIA RELEASE PAGE](#)”

- **Tactic 7: Comprise a list of Christian bloggers**

100 Top Christian Blogs

Rank	Score	Blog Title and Link	Blogger Name
1	217,403	Challies	Tim Challies
2	311,841	A Holy Experience	Ann Voskamp
3	312,177	Fr. Z's Blog	John Zuhlsdorf
4	480,359	LifeChurch.tv : swerve	Craig Groeschel
5	483,757	Albert Mohlers Blog	Albert Mohler
6	543,006	Thom Rainer	Thom Ranier
7	555,477	Redeeming God	Jeremy Myers
8	569,004	Storyline	Donald Miller
9	639,219	Rachel Held Evans	Rachel Held Evans
10	708,606	Blog and Mablog	Doug Wilson

Here is a list of bloggers you can reach:

<https://redeeminggod.com/100-top-christian-blogs/>

- **Tactic 8: Send link to Christian blogger contacts so they write and use**

Legacy Fulfilled images

Ask them to monitor and report stats of web traffic to their blog posts

- **Strategy 3: Promote the Legacy Fulfilled Launch event**

We recommend utilizing social media to promote the Legacy Fulfilled curriculum launch event planned in August of 2016. The graphics can inform the public of the event that is coming up, and once they see day and location, they may plan ahead of time to attend the event.

- **Tactic 1: Create Facebook page and add consistent branding photos and bio information**

Based on social media research (mentioned in Step 1) church members are active on social media and prefer to find announcements and church related information there. Setup of accounts is the first step necessary, especially to claim the organization username before someone else claims that name. Accounts created must be “brand” or “company” pages (as opposed to an individual person profile).

Facebook is a platform with limitless possibilities, the ability to target audiences with publishing tools, and can provide a polished presence until a website is built. Also, because our research shows that storytelling is one of the most effective ways to reach our audiences, Facebook allows for the simultaneous use of various media at the same time to amplify the story: long character space, video photos links and other media items can be shared, event invitations can be sent out with a reminder and RSVP tool, and it provides the opportunity to create paid campaigns if needed, such as for the event.

The Facebook brand page can be created by following instructions here:

<https://www.facebook.com/business/learn/set-up-facebook-page>

- **Tactic 2: Craft a Facebook events page for the launch of curriculum**

Using the Legacy Fulfilled Facebook account, create an event page to invite the public to the launch event. The description of the event can be shared to the public and the guests, such as the location, time, date, description, photo and what not. The Facebook event page also allow guests to ask any questions they may have regarding the event, creating interaction.

Here are the instructions on how to create and edit an Event page on Facebook.

Creating & Editing Events

Creating Events

▼ How do I create an event?

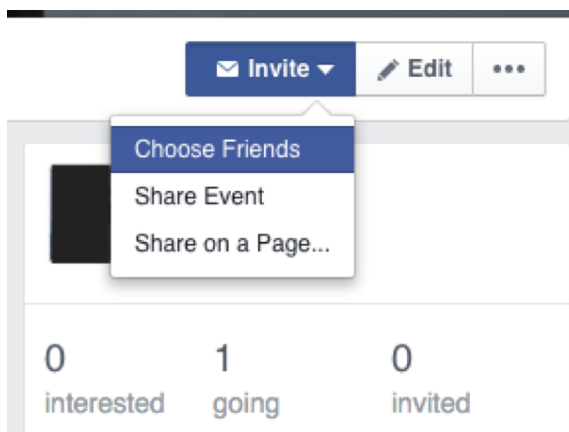
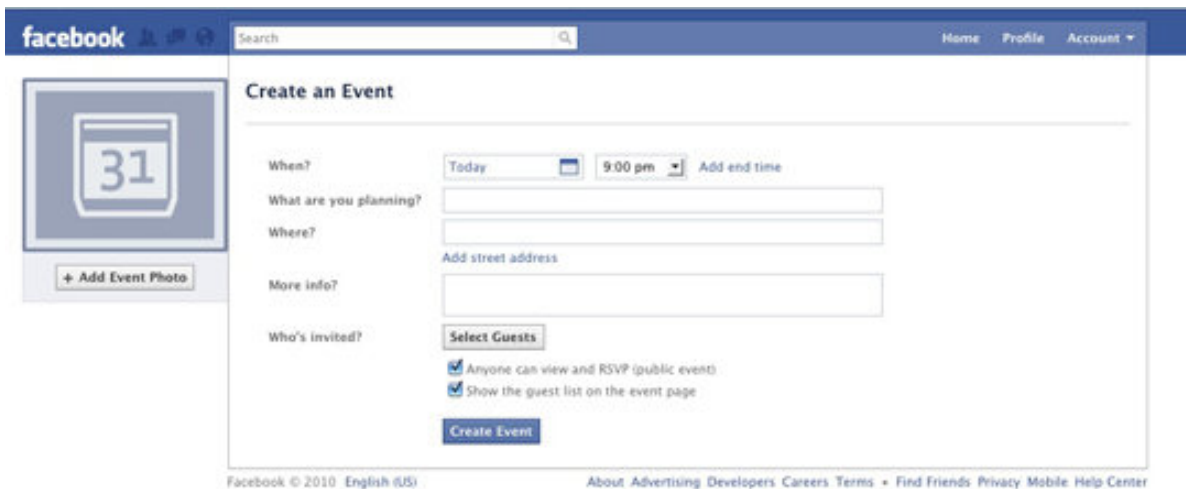
To create a private or public event:

1. Click **Events** in the left menu of your News Feed
2. Click **Create** in the top right
3. Click **Create Private Event** to choose between a private or public event
4. Fill in the event name, details, location and time
5. Click **Create**

You'll be taken to your event where you can invite guests, upload photos, share posts and edit event details.

Note: You're not able to change the [privacy settings](#) once you've created the event.

This is the screenshot of what it will look like, when creating the Event page.



To the left is the option of sharing the event page, either by inviting specific “friends” or sharing the page with a link. This event page is beneficial to see which guests are planning to come, interested in coming, and also those who cannot make the event. This can help identify your specific audiences.

- **Tactic 3: Create a graphic (for social media) and a flyer to announce the launch of curriculum**

We recommend utilizing social media to promote the Legacy Fulfilled curriculum launch event planned in August of 2016. The graphics can inform the public of the event that is coming up, and once they see day and location, they may plan ahead of time to attend the event.

These are some examples on what social media graphics may look like. To promote the launch event of Legacy Fulfilled, these graphics will play a role of grabbing social media users' attention.



A PLANNED GIVING PROCESS WITH THE AVERAGE PERSON IN MIND

LEGACY FULFILLED

“Everyday People & Extraordinary Impact”


DETAILS | Join us as we provide practical & biblical information to help you address a topic that all of us care about:

- How can my life make a difference?
- How do I fulfill inheritance objectives for my children & grandchildren?
- Is it possible for me to disinherit the government in favor of the various charities that we care about?


You are welcome to bring your financial adviser or attorney, although the session will not be overly technical in nature

WHEN & WHERE | April 17 & 24th
Time
Location

GUEST SPEAKERS

 **GREG RING**
Fulcrum Philanthropy Systems

&

 **JEANNE MCMAINS**
Foreground Solutions

These two experts have created hundreds of millions in charitable gifts and tax savings for folks all across America

CONTACT | www.LegacyFulfilled.com
legacyfulfilled@gmail.com

To the left is an example of what a flyer can look like. It can be either printed or posted online (on website and social media) to raise awareness of the launch events. At the same time, different from the graphics above, the flyer gives a basic information about the event including the speakers and the topic they will be addressing. Utilizing the flyer before the graphics will be beneficial.

2. Audience Megachurch members, baby boomer generation, above the age 60 who tithe

SMART Objective 2: Build awareness of the Legacy Fulfilled curriculum among megachurch members by social media content that results in 500 share actions by December 2016.

Since the goal is to increase awareness of the organization, any shared content on social media will result in a digital word out mouth communication of Legacy Fulfilled. The content should be tailored to the audience’s interest, and provide valuable insight that is worth sharing. Shared posts will result in increased numbers of people being exposed to Legacy Fulfilled.

Share actions will be considered to be and “shares” on Facebook and “retweets” on Twitter. Because the purpose of this campaign is to increase brand awareness, sharing valuable information that can get

exposure for the Legacy Fulfilled program and social profiles will be essential detectors of interest in curriculum related topics. Branded content being shared across social media will help give Legacy Fulfilled a social media footprint.

This campaign is to accomplish the first step of giving the organization a brand presence among the church community online. 500 is a big enough number to be able to analyze the content that did well, providing a sample list of the content that is worthy of being shared and talked about. Future campaigns can focus on raising other metrics, but for these purposes, the goal is to produce content that is worthy of passing on to others to help reach new church members with the message of Legacy Fulfilled. During the start up stages, brands should focus on increasing engagement metrics (<https://www.fanbridge.com/blog/what-is-a-good-engagement-rate>).

- **Strategy 1: Direct church leadership such as pastors who have expressed interest in Legacy Fulfilled to share our content on their social media**
 - **Tactic 1: Post informative graphics on social media release page**

Gather statistics, fun facts or helpful advice and create a visual graphic that can be posted to the web page and can also be shared on social media. Images should be branded with logo (small enough so that it is not distracting but large enough to read). Some examples can be how much churches have raised after their congregation participated in the Legacy Fulfilled curriculum, how much was saved in total from identifying hidden tax burdens, and so on.
 - **Tactic 2: Comprise a list of megachurches throughout Southern California to send toolkit webpage link**

We have put together a list of 9 megachurches in the Los Angeles area who might be interested in the Legacy Fulfilled curriculum. [Comprehensive media list](#):

	Contact Email	Phone Number	Location	Social Media
Saddleback Los Angeles	LA@Saddleback.com	323 505 6215	Hollywood Palladium	Facebook
Mariners Church	Info@Marinerschurch.org	949 769 8100	<i>Irvine Campus</i>	
Templo Calvario			<i>2501 W. 5th Street Santa Ana, CA. 92703</i>	Facebook
Calvary Chapel	Costamesa@calvaryChapel.com	(714) 979-4422	<i>Costa Mesa Campus</i>	Facebook
Rock Harbor	AdminBrooke-bhoehne@rockharbor.org	714.384.0914	<i>Costa Mesa</i>	Facebook
EVFree Fullerton		(714) 529-5544	<i>2801 Brea Blvd. Fullerton, CA 92835</i>	Facebook
Eastside Christian Church	info@eastside.com	714-871-6844	<i>3370 E. Miraloma Ave. Suite 101, Anaheim, CA 92806</i>	Facebook
Coastal Hills Church	Admin AssistantKaren-kolston@coasthillschurch.org	949-362-0079	<i>5 Pursuit, Aliso Viejo, CA 92656</i>	Facebook

- **Tactic 3: Lead them to Legacy Fulfilled social media release page**

Once a church leadership contact exists, stay in communication with them and encourage them to visit the social media release page to gather updated graphics and resources they can email/forward or present to their congregations.

- **Tactic 4: Lead them to Legacy Fulfilled social media pages and encourage sharing**

Encourage church leadership and Christian community influencers to follow our social media pages and to share any content they believe their followers or churches would find helpful.

This can be done intentionally in conversations, in email communications, or just by keeping all materials branded and with social media links.



- **Strategy 2: Post valuable financial planning tips on Legacy Fulfilled social media pages (Twitter and Facebook)**

- **Tactic 1: Create Facebook and Twitter profiles**

Based on social media research (mentioned in Step 1) church members are active on social media and prefer to find announcements and church related information there. Setup of accounts is the first step necessary, especially to claim the organization username before someone else claims that name. Accounts created must be “brand” or “company” pages (as opposed to an individual person profile).

Facebook is a platform with limitless possibilities, the ability to target audiences with publishing tools, and can provide a polished presence until a website is built. Also, because our research shows that storytelling is one of the most effective ways to reach our audiences,

Facebook allows for the simultaneous use of various media at the same time to amplify the story: long character space, video photos links and other media items can be shared, event invitations can be sent out with a reminder and RSVP tool, and it provides the opportunity to create paid campaigns if needed, such as for the event.

The Facebook brand page can be created by following instructions here:

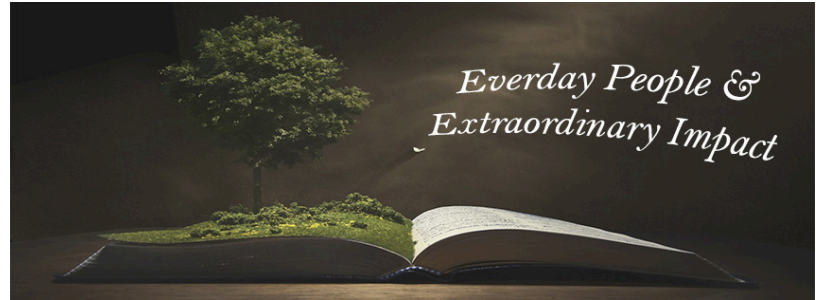
<https://www.facebook.com/business/learn/set-up-facebook-page>

Twitter can be used to reach the congregation audience as research shows that is where there is most engagement, and where church members prefer to see communication. It also is a very social platform where it's not uncommon to spark up conversations with people who you're not already connected to, and that opens up the door for direct engagement, contact and faster account growth.

The Twitter profile can be created here: <https://twitter.com/signup>

- **Tactic 2: content calendar with social media drafts**

Consistent branding is important because it contributes to brand awareness and lets audiences easily recognize and remember the brand. This can potentially lead to trustworthiness and repeated exposure is a good way to open the possibility for relationships to develop.



To the left, is an example of a Logo that can be used across all social media and even printed materials for branding. The image above is an example of a social media cover image that can be used for consistency in branding of Legacy Fulfilled. Not only with images, but also utilizing a catch phrase that can represent Legacy Fulfilled, can raise awareness.

- **Tactic 3: Brand social pages with cover photos, bio information and website link**

Create graphics to present text in a visually attractive format such as on images. You can use a free tool like Canva (<https://www.canva.com/create/social-media-graphics/>) to create free graphics. Make sure to add your logo toward the bottom so its branded but small enough so it does not distract from the main message where your audience will find value in the post, which can encourage sharing.

Sharing biblical quotes or short tips from curriculum can help capture the audience, our research show these types of posts did well with our competitors. Social Media posts (drafts):

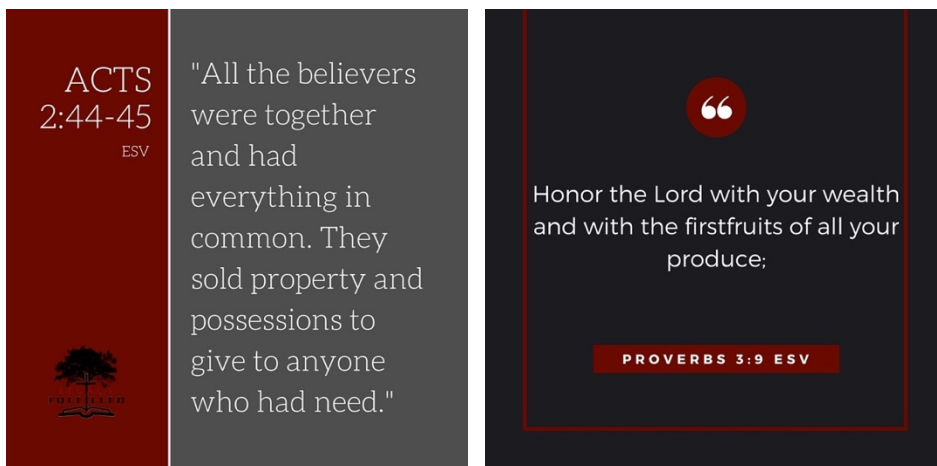
Biblical stewardship requires that Christians view money differently than the secular world. While some may say that attaining money brings happiness and fulfillment to our lives, 1 Timothy 6:10 tells us that the love of money creates evil. How do you view money? The My Legacy Planner can help you use your assets to benefit the church as well as your family.

Proverbs 11:25 says, “The generous will prosper, those who refresh others will themselves be refreshed.”

Biblical Stewardship is the use of God-given resources for the accomplishment of God-given goals and objectives. Allow our My Legacy Planner help you in stewarding your assets.

This generation is looking at the biggest wealth transfer in history. We have an opportunity to educate church tithers on how they can build a legacy through donating and passing on their inheritance in a way that reduces unnecessary taxes to help divert those funds or assets to organizations that are making a positive impact in the world. Visit our website to find out more: [link](#)

Sharing biblical quotes or short tips from curriculum can help capture the audience, our research show these types of posts did well with our competitors.



Editable graphic:

(Left Graphic)

https://www.canva.com/design/DABwhhJnc4k/share?role=EDITOR&token=8I3Ge2wnNvIfiQplBDgwxw&utm_content=DABwhhJnc4k&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

(Right Graphic)

https://www.canva.com/design/DABwhhJnc4k/share?role=EDITOR&token=8I3Ge2wnNvIfiQplBDgwxw&utm_content=DABwhhJnc4k&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

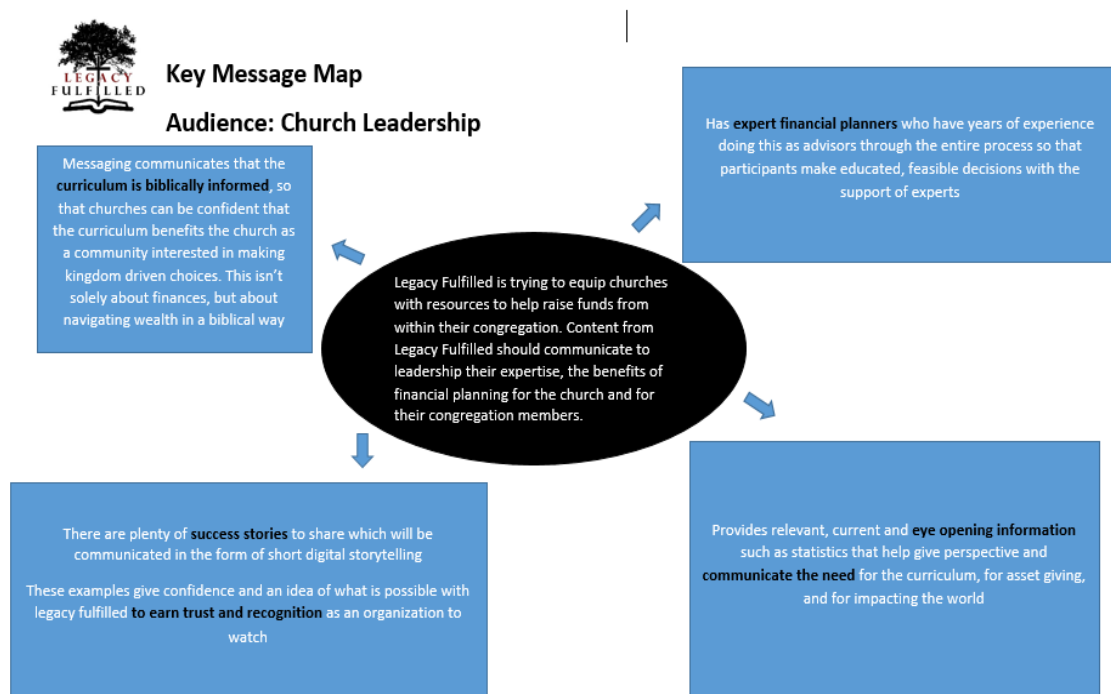
- **Tactic 4: Publish to Legacy Fulfilled social media profiles**

When publishing to Facebook and Twitter, make sure to use all tools possible. Can you add text and a visual media item? Can you tag a mentioned brand or church and the location of the upcoming event? Can you tag the expert who wrote the financial advice article you're sharing?

Keep in mind to post to Facebook when you have something good to say and can craft and prepare a polished message. On Facebook, you can rephrase the tweet and post different versions of it over different occasions, as more tweets can lead to more engagement because of your chances of reaching new people at different times.

Key Message Map

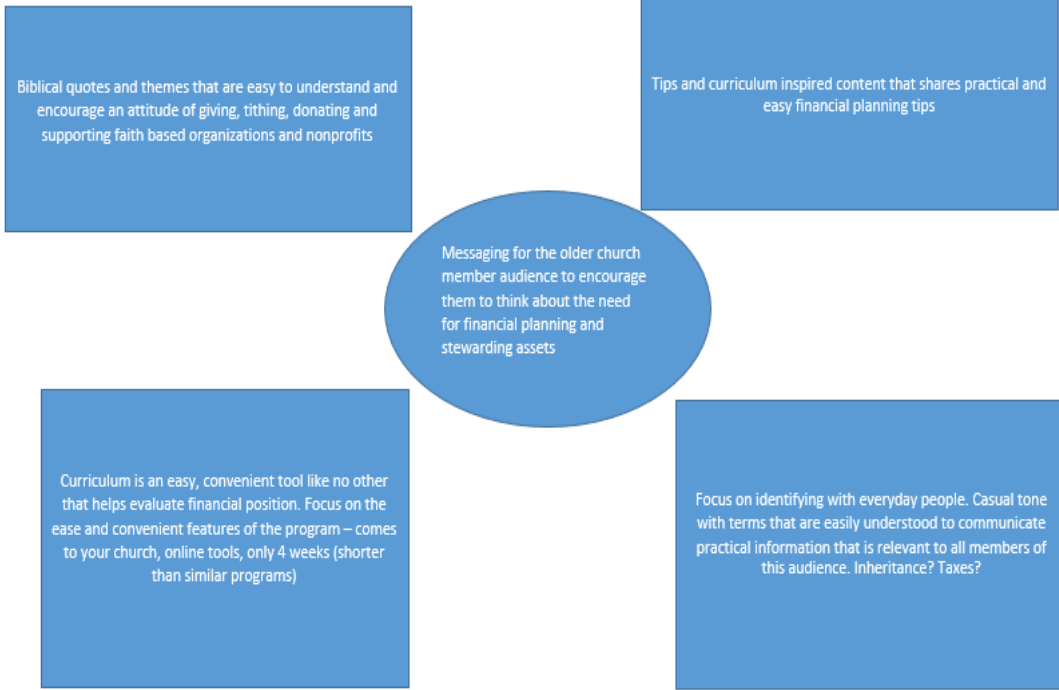
This map will help guide you in the content writing process. All content should be tied to these key messages to help reach the defined campaign objectives.





Key Message Map

Audience: Church Members



Content Calendar: Audiences, dates, objectives, strategies



Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Biblical Stewardship Quotes	Donor Success Story	How curriculum can impact the world	Do something of high value to give back – impact value	Link to a Blog Post Written by a Blogger	About Legacy Fulfilled	Financial Tips
Which Objective (of our 2 SMART)	Which Objective (of our 2 SMART)	Objective 1, objective 2	Objective 1, objective 2	Objective 1	Objective 1	Objective 2
Audience: Church Members / Church Leadership	Church Members + Church Leadership	Church Members + Church Leadership	Church Members + Church Leadership	Church Leadership	Church Leadership	Church Members
8AM	11 AM	2PM	3PM	8PM	12PM	10AM
Link to bible verse graphic	Link to donor success page on website	Attach Biblical Stewardship infographic	Link to website	Link to respective blog posts	Link to website homepage	Link to website contact page
#LegacyFulfilled #Giving #LayDownYourTreasures	#CreateYourStory #LegacyFulfilled	#EverydayPeople #ExtraordinaryImpact	#EverydayPeople #ExtraordinaryImpact	#LegacyFulfilled	#CreateYourStory #LegacyFulfilled	#LegacyFulfilled #Giving #LayDownYourTreasures
FB: <i>Biblical stewardship requires that Christians view money differently than the secular world. Bible says may say that donating money fulfills us in our lives. 1 Timothy 6: 10 tells us that the love of money creates evil. How do you view money?</i> Twitter: <i>Do you use biblical stewardship principles when deciding where to place your money?</i>	FB: <i>"Quote from donor success story." Link to website.</i> Twitter: <i>Find out how Legacy Fulfilled has helped donors and their organizations link to donor success page</i> LinkedIn: <i>"Quote from donor success story." Link to website.</i>	FB & LinkedIn: <i>Have you ever wondered why biblical stewardship is important? Are you curious how you can engage church members in giving? Take a look at this image to find out the answers you need.</i>	FB & LinkedIn: <i>This generation is looking at the biggest wealth transfer in history. We have an opportunity to educate church members on how they can build a legacy through donating and passing on their inheritance in a way that reduces unnecessary taxes to help direct those funds or assets to organizations that are making a positive impact in the world. Visit our website to find out more. LINK</i>	FB: Find out what this Christian blogger thinks of the My Legacy Planner. Link to blogger	FB & LinkedIn: <i>What if we told you we could help you save on taxes, so you could pass on that savings to your church?</i> Twitter: <i>we did the same for your entire congregation? Contact us to talk about bringing this program to your church. @my.legacy.planner</i>	FB: <i>We help everyday people like you plan their financial future and how choose their assets will be used - to do the world. Want to know more? Contact us here: email, phone number, link to website.</i>

Budget

The budget required for this is limited. The materials are all to be published to the social media release page so that pastors and church leaders who are interested in sharing the information with their congregations can download the materials as they see fit and present them how they prefer - printed copies, inserted into multimedia presentations, inserted in emails, or shared onto their social media profiles. All of this can be done from one central place, saving time and printing costs, while being convenient for the user.

To operate this campaign, most of the budget would go to staff hours for a web designer or community manager to prepare materials, publish them online, and any outsourced graphic design. Time is also required to monitor and evaluate the results of content to adjust as necessary. The budget really comes down to internal staff and salary.

EVALUATION

It is essential to periodically evaluate results of the campaign in order to adjust accordingly. Because Legacy Fulfilled is in the startup stages, research about how audiences react to this one of a kind program will come from any interaction (or lack thereof) in the campaign time period.

Audience: Church leadership such as pastors, sermon planners and other church leadership

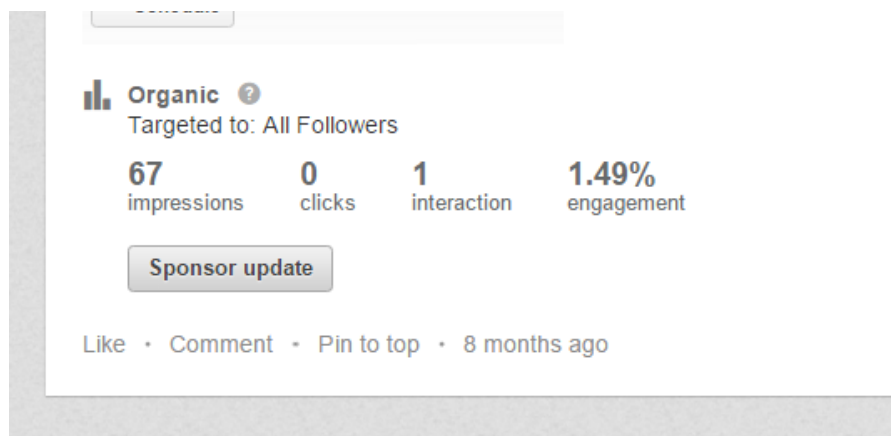
SMART Objective 1: Build awareness of the Legacy Fulfilled curriculum among church leadership on social media resulting in 1000 total interactions on select social media sites by December 2016

LinkedIn interactions here will consist of a total tally of interactions across all three strategies.

- **Strategy 1: Pitch curriculum in a message to church leaders on LinkedIn**

LinkedIn interactions here can be measured by tallying up responses to message pitches whether they result in inquiries or not. The goal is to inform church leaders of the program and make them aware of the curriculum. Message replies that can consist of questions, comments, request for more information, etc. must be tallied manually as part of the goal number of interactions.

Also, take a look at LinkedIn Analytics to evaluate the success of any public updates and include interactions as a tally in the measurement.



- **Strategy 2: Reach the church leadership audience through partnering with Christian bloggers and writers to post content about Legacy Fulfilled topics**

Request that the blogger forward traffic stats, but more specifically, any comments or questions posted on the blog. The blog post should have included Legacy a Fulfilled weblink, so if the blogger can provide stats on how many clicks to the Legacy Fulfilled pages were made, these interactions can be counted as well.

- **Strategy 3: Promote the Legacy Fulfilled Launch event on Facebook event page**

The Facebook event page opens an opportunity for people to RSVP to an event or comment to ask a question about the event. Tally up any comments on the Facebook event page/RSVPs to gather a total interaction count.

Audience 2: Megachurch members, above the age of 60 who tithe

SMART Objective 2: Build awareness of the Legacy Fulfilled curriculum among megachurch members by social media content that results in 500 share actions by December 2016.

Because the general church members are a secondary audience, content shared to social media on Legacy Fulfilled pages should be accessible to church leadership so they could pass it on to their congregation via church of pastor social profile pages to create awareness of the curriculum and allow the church members to become familiar with Legacy Fulfilled. Brand awareness is the first step before trying to get another outcome from the audience.

Share actions are important because they tell us something more about the connection between our audience and the content we share - that they're interested in hearing more and see enough value in it to share it with others. If Legacy Fulfilled can convince this audience that they have something valuable to

say about biblical stewardship and financial planning, that's once step closer to building relationships with the church community.

The content that church leadership can use to reach their congregations with details about Legacy Fulfilled can be monitored by looking at social media analytics to determine the share rate. Because there are no profiles and current shares now, 500 is an attainable number by December if Legacy Fulfilled follows the content calendar and posts once a day and actively engages with the community. It also provides a big enough data set size so that later stages of this campaign or future campaigns can analyze popular and effective content types to be able to replicate it.

- **Strategy 1 Directing church leadership such as pastors who have expressed interest in Legacy Fulfilled to share our content published on Flickr on their social media**

Posting content on Legacy Fulfilled social media pages that church members can share on their own pages can help spread awareness to their personal contacts. There are two primary places to get this data:

On Flickr - Go to the Flickr Pro stats page to see where the graphics and social media release items were shared to. This will provide an overview of the amount of times a photo was viewed and also downloaded. In order to view stats and evaluate the results of the campaign, you must upgrade your Flickr account to a paid subscription, Flickr Pro. There is a monthly fee of \$5.99 or \$49.99 a year.

You can upgrade here: <https://www.flickr.com/account/upgrade/pro>

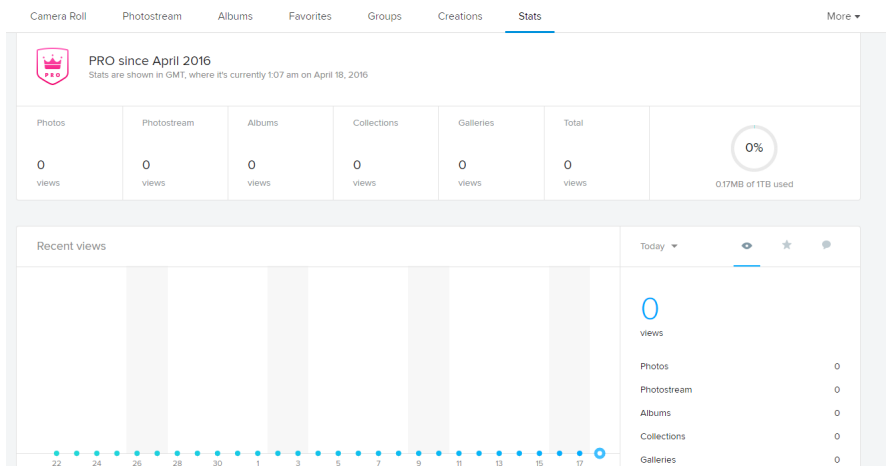
Upgrade everything you do with Flickr

What you get	flickr	flickrpro	flickrpro +
• 1000GB of storage	✓	✓	✓
• Powerful photo editing tools	✓	✓	✓
• Smart Photo Management	✓	✓	✓
• Advanced stats on your photos		✓	✓
• Ad free browsing and sharing		✓	✓
• Desktop Auto-Uploadr		✓	✓
• Save on standard shipping of Flickr photo merchandise		✓	✓
• 20% off Adobe Creative Cloud Photography plan, Adobe Photoshop CC and Lightroom CC, for the first year*		✓	✓
<small>*Requires purchase at Adobe</small>			
	Free	Get the Monthly Plan \$5.99	Get the Annual Plan* \$49.99

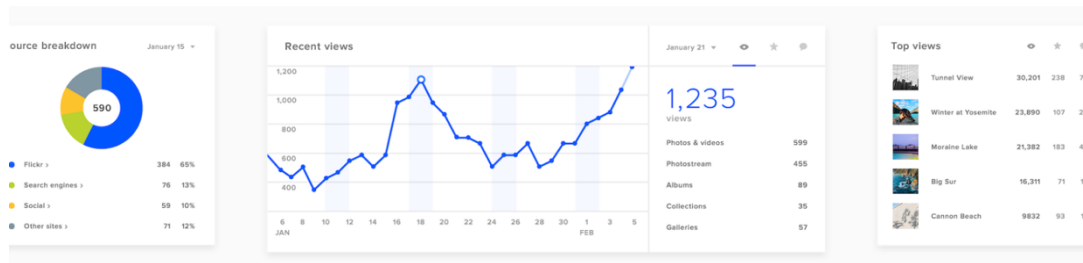
Each Flickr Pro subscription is auto-renewing and non-refundable. Prices in USD only. [Learn more.](#) *Coupons may apply.

Flickr Pro stats will allow you to see how many views your media files are getting, and where they are coming from. Click on sources to find out where your media views are coming from. You can click on “Social” to get details on which platforms are performing best, which will serve as a good starting point for your next campaign. It is also important to evaluate throughout the campaign, so that any adjustments can be made to amplify efforts that are getting the best results and adjust poorly performing areas.

Here is what your Flickr stats dashboard will look like:



In the sources section, Flickr allows you to see how many times an item was shared.



Referrers breaks down where your traffic came from so you can tell where it was shared. This information will help you determine where to focus your efforts throughout the campaign to increase likelihood of more shares.

Referrers			All Time		
Yesterday			All Time		
	Visits	%		Visits	%
Flickr	3	50%	Flickr	17	53%
Search Engines	0	0%	Search Engines	0	0%
Other Sites	1	16%	Other Sites	9	28%
Direct Traffic	2	33%	Direct Traffic	6	18%
Domain			Domain		
flickr.com	3	50%	flickr.com	17	53%
cartoonbarry.com	1	16%	seroundtable.com	7	21%
			cartoonbarry.com	2	6%

<http://blog.flickr.net/en/2013/12/18/flickr-web-embeds/>

- **Strategy 2 Post helpful financial planning tips on Legacy Fulfilled social media pages (Twitter and Facebook)**

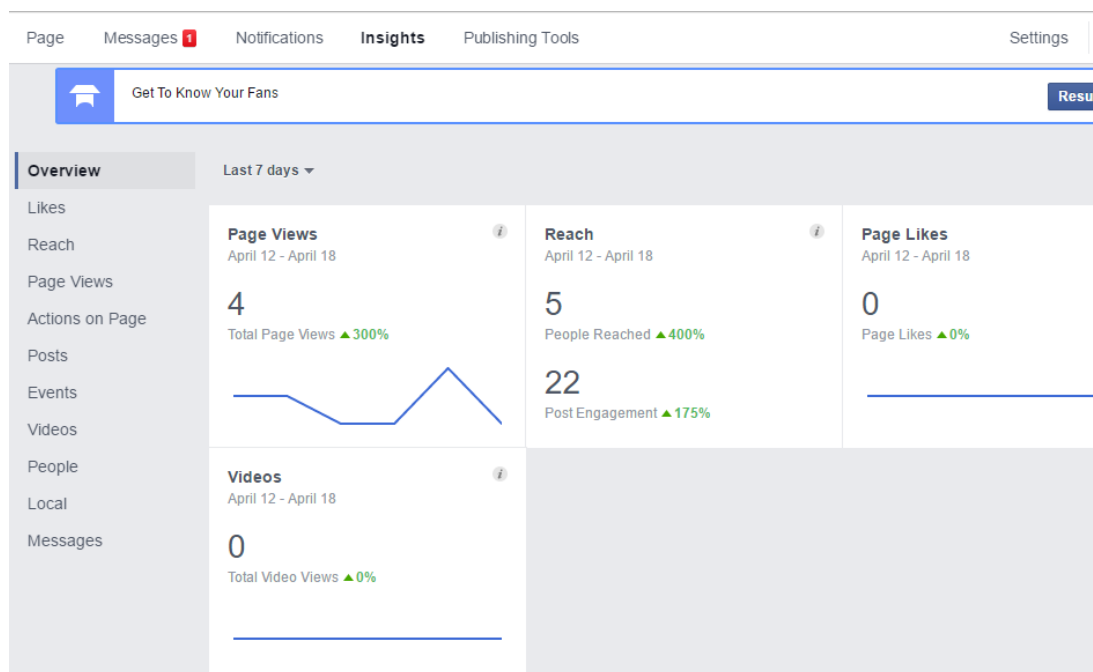
- *Twitter Analytics*

Log into analytics.twitter.com to see your current stats and stats at a glance by month. You will be able to see how many people are visiting your profile, visiting your page, mentions and retweets. For this campaign, sharing refers to “retweets”.

Key metrics	Quantity
Impressions Number of times users saw the Tweet on Twitter	464
Link clicks Clicks on a URL or Card in the Tweet	7
Favorites Number of times users favorited the Tweet	5
Retweets Number of times users retweeted the Tweet to their followers	2
Embedded media clicks Clicks to view a photo or video in the Tweet	2

○ *Facebook Insights*

On Facebook, you can also measure how many shares your content gets. When you log in, your dashboard will look like this.



Scroll down to the posts section, and on the top right hand corner change the data to “reactions, comments and shares so that it shows a specific number for shares. You can evaluate this as an overview for each post.

	Type	Targeting	Reach	Engagement	Promote
k i			201	0 0 0	Boost Post
? a			13	0 0 0	Boost Post
or l			134	2 0 1	Boost Post
in l			203	1 0 0	Boost Post
r e			228	1 0 1	Boost Post
A			7	0 0 0	Boost Post

The more shares, the more likely new people will become aware of the organization. Track the number of shares and analyze the posts that are doing well (to replicate that type of content) and which are doing poorly (to determine if you should remove them completely or adjust them to improve results).

- *Future: Google Analytics*

Once the website is set up, we recommend setting up a Google Analytics account to track web traffic to your website and how people are hearing about Legacy Fulfilled. You may also be able to track with items on our social media pages are getting most attention and are most effective.

For now, due to the time restraints and purposes of this brand awareness campaign, social media stats are sufficient to track this specific campaign's efforts.

Survey

As an extra tool, we have provided you with a survey that you can share with your direct inquiries (once a church has requested the program or has made direct contact with your organization). This will allow you to gauge where your strongest leads are coming from and which public relations efforts to enhance and replicate.

Legacy Fulfilled

Everyday People. Extraordinary Impact.



Please take a moment to tell us how you heard about us so we can serve you better. Thank you for your time.

1. How did you hear about us?

- Social Media (Which one?)
 A Blog Post (Which one?)
 Personal Referral (Who?)
 None/Other: _____

2. What is your primary reason for wanting to enroll in the program?

3. What part of our program most interests you?

- Reducing taxes
 Evaluating my financial position
 Transferring my assets to family/friends
 Donating to my church
 Donating to charity
 Financial advice
 Impacting my community
 Biblical stewardship
 Something Else: _____

4. Do you have any other comments or concerns?

Thank you very much for taking the time to complete this survey. Your feedback is valued and very much appreciated!

Follow us on social media for short and valuable financial planning tips:

 /LegacyFulfilled
  Legacy Fulfilled

APPENDICES

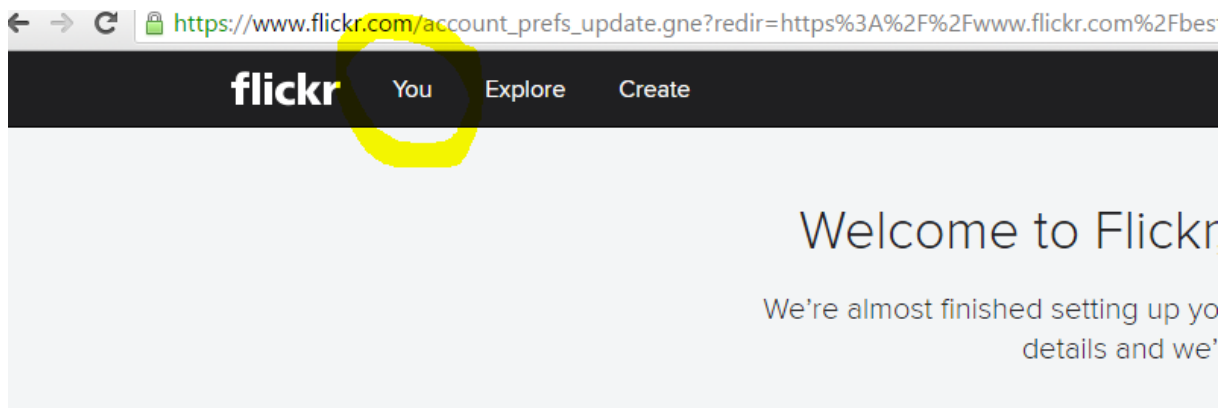
Additional resources, instructions and examples as stated in our tactics

Appendix A - Flickr Instructions

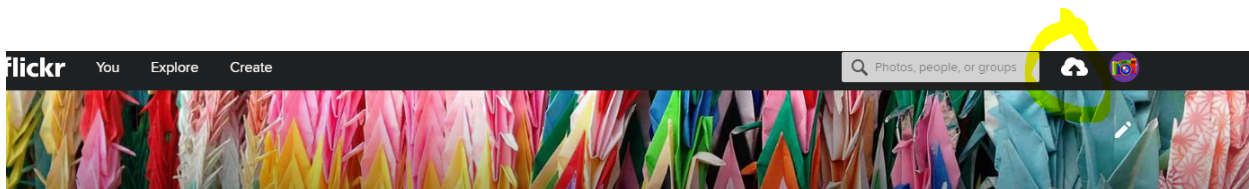
Create a Flickr account here: <https://login.yahoo.com/account/create?.lang=en-US&.intl=us&.src=flickrsignin&.done=https%3A%2F%2Flogin.yahoo.com%2Fconfig%2Fvalidate%3F.src%3Dflickrsignin%26.pc%3D8190%26.scrumb%3D0%26.pd%3Dc%253DJvVF95K62e6PzdPu7MBv2V8-%26.intl%3Dus%26.done%3Dhttps%253A%252F%252Fwww.flickr.com%252Fsignin%252Fyahoo%252F%253Fredir%253Dhttps%25253A%25252F%25252Fwww.flickr.com%25252Fbestpractices%25252F&specId=yidReg&altreg=0>

Set up the account by filling out the profile with a profile photo, account details and preferred settings.

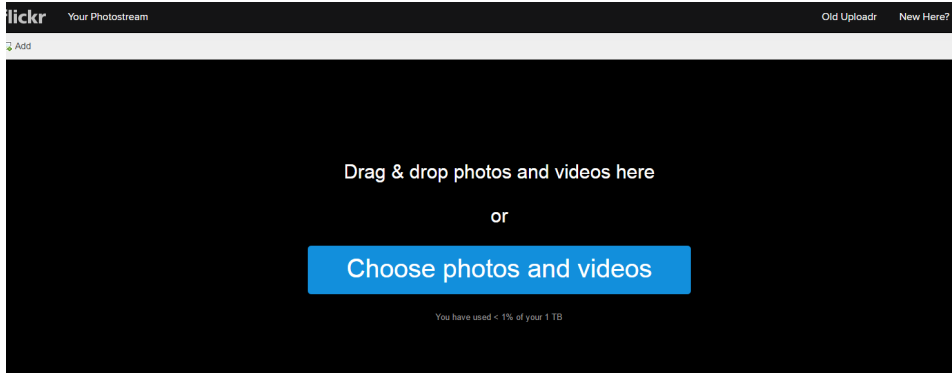
Once the account is created, hover the cursor over “YOU” (highlighted) and a dropdown box will appear where you can select whether to upload photos or view stats.



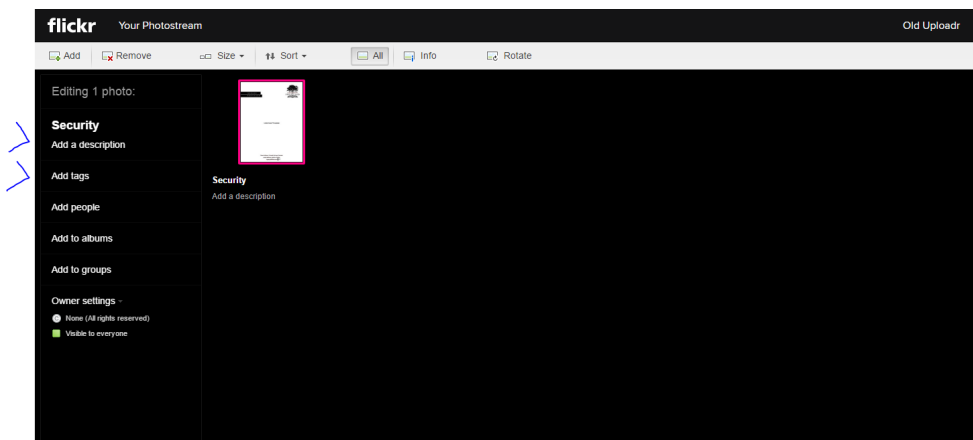
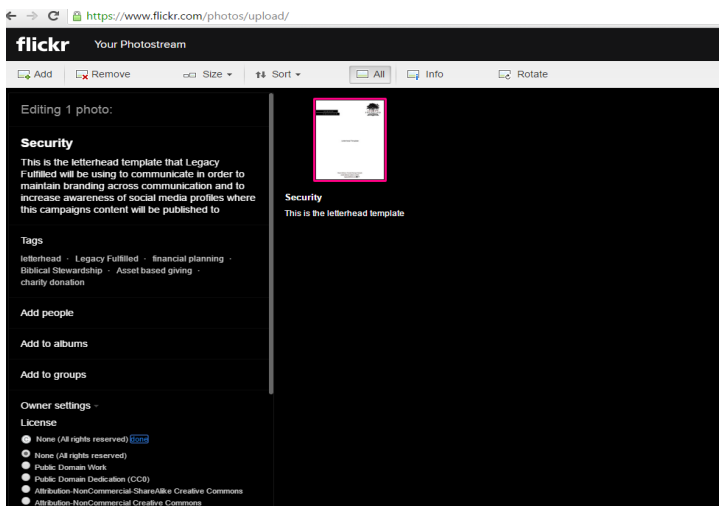
To upload a photo, click on the “Upload” icon.



Select the media items you will be sharing here.

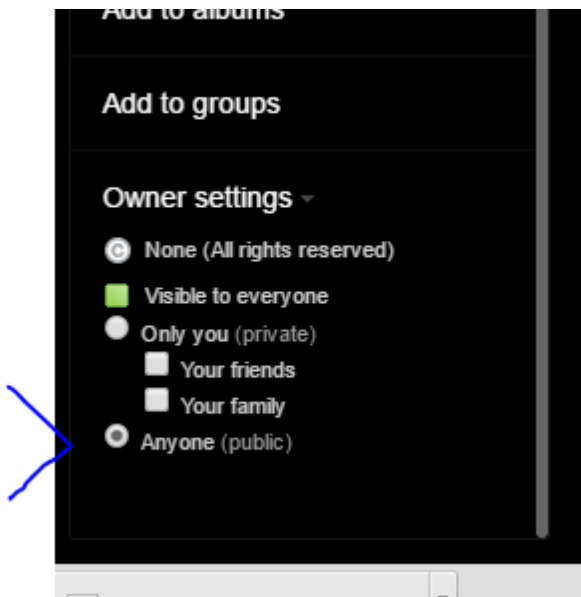


Make sure to add a description which can contribute to your SEO, and explain the contents to your viewer. You can also add tags to help boost your results in any searches.

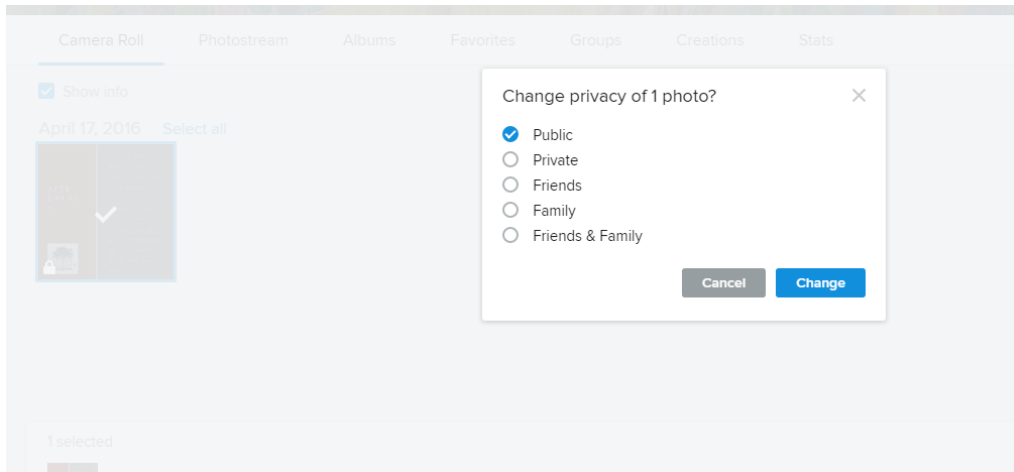


Here is an example of the letterhead template that was uploaded, where you can see the description and tags are filled out. For your purposes, consider using relevant keywords that pertain to the specific image, as well as keywords that describe the purpose of your curriculum program: Biblical stewardship, financial advice, financial planning, assets, property taxes, inheritance, will, donating to charity, tithing, asset based giving, financial planning, etc.

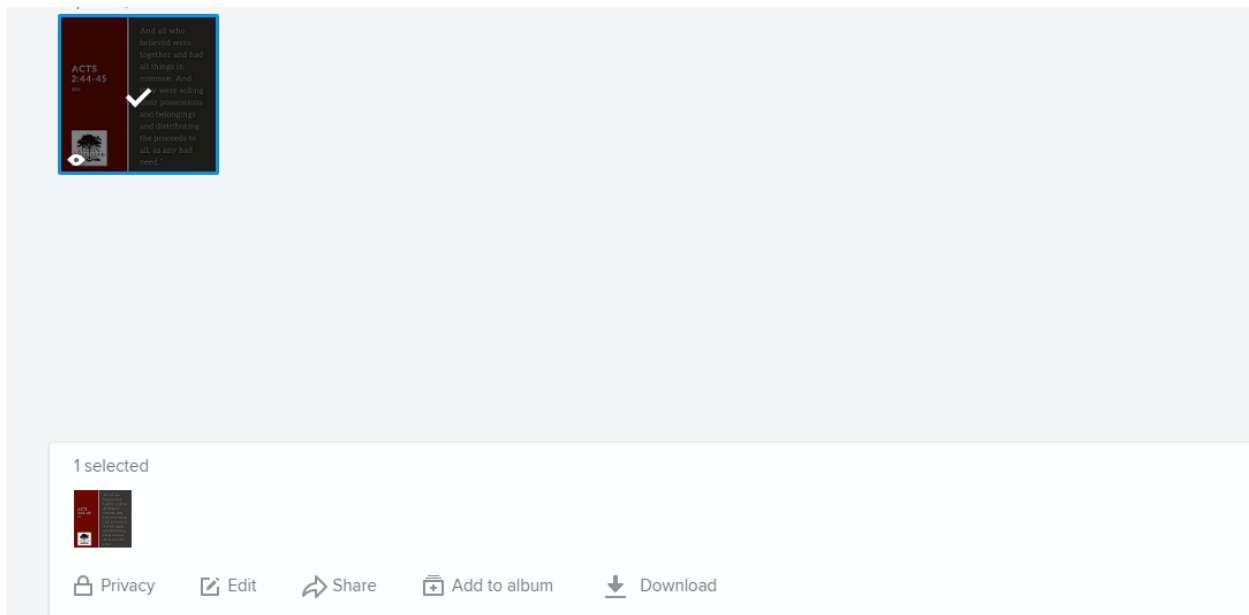
To be able to track views and stats on your media files, make sure to set the owner settings to “visible to everyone” as photos need to be public. This will allow them to be viewed, shared, and embedded by others and can increase your reach.

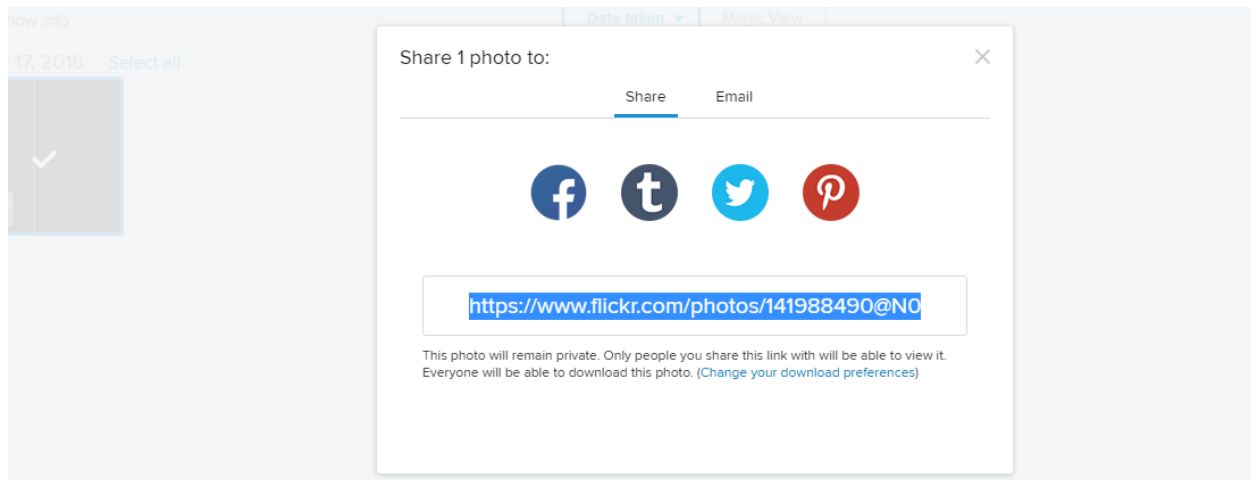


You can jump to “Photo Stream” to see your published photos, and double check privacy settings or make any changes.



In order to get the most complete stats information possible, all media files should be uploaded to Flickr and shared from here to be able to track their impact. Once a media file is uploaded, click on “Share” to post to Facebook, Twitter, LinkedIn, or share in other marketing channels. You can embed the photos into blog posts, email newsletters, webpages and other places by posting the embed code into your html document.





Appendix B - Facebook Example Posts

Description: *Biblical stewardship requires that Christians view money differently than the secular world. While some may say that attaining money brings happiness and fulfillment to our lives, 1 Timothy 6:10 tells us that the love of money creates evil. How do you view money? The My Legacy Planner can help you use your assets to benefit the church as well as your family.*

Description: *Proverbs 11:25 says, "The generous will prosper, those who refresh others will themselves be refreshed."*

Description: *Biblical Stewardship is the use of God-given resources for the accomplishment of God-given goals and objectives. Allow our My Legacy Planner help you in stewarding your assets.*

Description: *This generation is looking at the biggest wealth transfer in history. We have an opportunity to educate church tithers on how they can build a legacy through donating and passing on their inheritance in a way that reduces unnecessary taxes to help divert those funds or assets to organizations that are making a positive impact in the world. Visit our website to find out more: [LINK](#)*

Description: *What if we told you we could help you save on taxes, so you could pass on that savings to your church instead? What if we did the same for your entire congregation? Contact us to talk about bringing this program to your church: ###-###-####*

Description: *Don't know how to pass on your inheritance? Ask us about how you can talk to a financial planning expert to help you design a plan in a way that allows you save money so you can invest it in something that matters to you*

Description: *We help everyday people like you plan their financial future and how choose their assets will be used - to do some good in the world. Want to know more? Contact us here:*

Description: *Jane Doe saved \$XX,000 with our financial planning curriculum she didn't even know she was going to pay in wealth transfer taxes. Now, she was able to divide her assets between her children AND pass some of it on to her favorite organization that brings hope to orphaned children, giving them funding for a whole year. What will your story be? #LegacyFulfilled*