

Community Networking

Purpose: The purpose of New Life's community networking plan is to foster relationships with community, civic and business leaders in our target area. These relationships are expected to open up additional outreach and marketing opportunities and to enhance our strategy to establish broad name recognition in the community. We seek to brand 3 different names together (New Life, Passion for Community – a community impact ministry of New Life, and i66west.com – a community service project of New Life).

Strategy: Our strategy for networking involves the following:

1. Mapping region into geographic areas based on neighborhoods, traffic patterns, and shopping habits. Zone 1 (1-1, 1-2, 1-3), Zone 2 (2-1, 2-2, 2-3), Zone 3 (3-1, 3-2, 3-3), Zone 4, Zone 5. Zones 1-3 are in the area immediately around our target meeting location (approximately 3-4 mile radius). Zones 4 and 5 extend from 4-9 miles from our target meeting locations in high density population areas.

2. Identifying every shopping mall, strip mall and business in regions 1-3. Visit each business to make initial contact with each manager. Hand out church literature and plant seeds for partnering opportunities.

3. Create database of all businesses and contact information

4. Find unique community service opportunities that have broad appeal, meets needs, etc. For Haymarket, three projects have been chosen:

a. **i66west.com:** i66west.com is a comprehensive and integrated web site serving the residents, businesses, and community organizations along the i66 west corridor in Northern Virginia (target area of new church). The site is designed to be a "one-stop-library" of relevant community information for the benefit of the residents along i66 west. The communities of Bristow, Gainesville, and Haymarket share many things including vibrant growth, families in transition, and a great place to call home. Just as infrastructure has not kept up with the growth in this area, online resources for residents have fallen short of the mark. i66west.com is needed to provide residents with a simple, value added source of local community information. The site will include a directory of businesses, links to business sites, and discount coupons/tickets to participating businesses. The site will attract businesses and they will pursue relationships with us because the site will be one of the main sources for free advertising for them. We will consider giving each business a page on the web site for free. We will also consider featuring different businesses on the main homepage (articles about a business that stays on the main page for 1-2 weeks). New Life will be identified prominently as the sponsor of the site (i.e. anytime anyone comes to the site, they will see the New Life name and logo with New Life listed as the sponsor). The site will also have a group email signup form for people in the community to be on our mailing list for community event notification and business specials. The list will allow New Life to target these specific people.

b. Newcomer **Seminar**: Once per month (2 hours on a Saturday morning), New Life will sponsor a newcomer seminar in local community centers. New Life will coordinate the event, but the speakers will be prominent community figures (e.g. Town Manager or Mayor, District Supervisor, School Board Representative, Home Owner's Association President, Parks and Recreation Director, etc.). Local businesses will be invited to setup booths in the halls to handout literature and coupons (like a small fair).

c. Leadership **Development Program for Teens**: Our Passion for Community (www.community-impact.org) ministry will sponsor a leadership development program for High School students. Broad participation from community leaders, politicians, civic leaders, and businesses will be pursued. The students will essentially do 50-100 hours of community service through Passion for Community. The 50-100 hours will include practical service projects as well as a monthly seminar series with guest speakers from the community. At the end of the program, students will receive a certificate and can put the qualification on their resume and college entrance applications. Businesses and community leaders will be asked to be sponsors/participants.

5. Follow-up letter to each business informing them about i66west.com, newcomer seminars, and leadership development for teens. The letter will specifically ask for their participation in these projects. Letter will be followed up by a second visit to the businesses and community leaders.

6. Monthly mailing of some kind (just to keep New Life's name in front of them) to each business (form and content TBD).

7. Make comprehensive list of other organization (other than businesses). The following organizations will be targeted:

- Real estate brokers (possible partnership with monthly newcomer seminar)
- Home Owner's Associations (HOAs) (ads in newsletters, sponsor web sites, sponsor community events, bands at community events, involvement on events committee, use of community centers, etc.)
- Homebuilder/Developers and their primary contacts – (same as HOAs)
- Public service personnel (police, fire department, ambulance, hospitals, etc.)
- Libraries
- Politicians (District Supervisor, Haymarket Mayor, Warrenton Mayor, etc.)
- Newspaper editors and staff reporters
- Community Web Sites (get linked on as many sites as possible)
- Community Clubs (e.g. gardening, Boy Scouts, Girl Scouts, etc.)
- School principals and Activities Directors and Counselors (also whoever is responsible for student's volunteer time)
- Other churches
- Civic organizations and clubs (e.g. Lions Club, Chamber of Commerce, Rotary Club, Community Foundations, etc.)
- Sports leagues (kids and adults)
- Sports and recreation (parks, gyms, tennis courts, golf, pools, etc.)
- Non-profit and/or community service organizations (lookup all 501c3 orgs)

8. Gather contact information for the items in 7. Update database to include new contacts.
9. Make contact with all organizations (at least by letter). Make a list of people to meet with in person (e.g. town managers, HOA presidents and events directors, etc.)
10. Mail promotional flyers to all organizations in the database before each community outreach event. Invite the managers. Ask them to share the invitation with their employees. Ask them to consider putting the flyer in their window.

Karen Pope (with help from Bill Oliver) will have the lead on this project. We will consider hiring high school or college students to help with the research. We will also find volunteers from within the launch team to help.