

New Life Church: 2.12.12

MCI Relaunch Plan

Name: 2.12.12

Bold Idea: Relaunch the heart and soul of New Life on 2.12.12.

Big Rally Points

1. Launch a new Saturday Service with 500 people:
2. Relaunch Children's Ministry with 800 kids:
3. Launch a new gathering on MV Campus:
4. Relaunch our website & branding:

High Impact Changes:

New Saturday Gatherings

- Launch a new service at 6 P.M. on February 11.
- Full Boardwalk (birth – 5 yrs.)
- Full KidTown (K-5th grade)
- Full Junior High.

Kids Ministry

- Kid's Lobby Upgrade at Renton Campus.
- Kid's Stage Upgrade at Renton Campus.
- K-1 Room Upgrade at Renton Campus.
- Boardwalk Hallway Upgrade at Renton Campus.
- KidTown Media Upgrade at Renton Campus.
- KidTown Room Dividers Upgrade at Renton Campus.
- KidTown Technology Upgrade at Renton Campus.
- Add K-1 Room at MV Campus.
- KidTown Room Environment Upgrade at MV Campus.
- KidTown Room Technology Upgrade at MV Campus.

New Gathering at Maple Valley Campus

- New Service times 9 A.M., 10:15 A.M. & 11:30 A.M
- New Third Service
- Launching a new Kindergarten environment

Relaunching Branding

- New logo & branding.
- Social Media integration
- New web address (www.nlchurch.com).
- New signage at Renton Campus.
- New signage at Maple Valley Campus.

- New print material.
- Increased Facebook integration.
- New Twitter account (coming soon!).

All Gatherings

- New service times on all campuses.
- Closed captioning for the hearing impaired.
- The Jesus Story Teaching Series (45-week teaching series).
- Teaching goes same week at MV Campus.
- Improve wireless coverage in auditoriums.
- Updated main lobby environment.

Discipleship

- All Church Prayer & Fasting twice a year.
- Joined the ECFA (Evangelical Council for Financial Accountability).
- Launching Global University.
- Launch *The Jesus Story* Growth Groups.
- Intercessory Prayer Teams during services.

Youth Ministry

- Junior High LIFT begins at MV Campus.
- Junior High LIFT Gathering in North Auditorium on Saturday nights.
- New College Ministry on Sunday nights.
- Time change for AXIS on Sunday nights.
- Epic Groups meet after AXIS.