

GO MOVEMENT

MAY CAMPAIGN  MESSAGING 2  23

#JESUSSAYSGO



Communication Playbook

Campaign Goals

1. Inspire

- **Connect hearts** to the story of what God is doing throughout the earth. Your followers want (and need) a bigger vision to sustain their day-to-day labors.
- **Remove hindrances** that keep believers from engaging in evangelism. Equip them to overcome fear, uncertainty, and isolation.
- **Give hope** to those who have become discouraged in their efforts to reach those around them for Jesus.

2. Mobilize

- After we have inspired them to approach evangelism with intention and energy, we will share resources that make this possible and doable. We will use the well-established pray-care-share strategy that is growing in momentum, presenting it in fresh and thoughtful ways at time of sign-up and through weekly touchpoints.

3. Launch

- **GO Month:** Expand the one-and-done approach with inspiration and resources dripped out in smaller bites throughout the month of May.
- **GO Day:** Invite believers to join in the one-day event in person or virtually.
- **GO Decade:** Position community to engage in the long game. Hint at how you will help them make May a lifestyle throughout the decade to come.

Target Market

Individuals

- Men and women who follow Jesus
- Aged 5-60 (target youth in messaging and older generations will adopt)
- Struggling to know how to share their faith
- Eager to share
- Want to be connected with what God is doing in the bigger picture
- Hungry for resources
- Want action steps to engage more with evangelism

Leaders

- Pastors, church leaders, group facilitators, spiritual leaders, Christian influencers, youth pastors
- Aged 20-70, male and female
- Need encouragement to restart or improve in evangelism and shepherd their congregation to do the same
- Need rallying points to share with their community
- Want connection to others while working where they are
- Need freedom to adapt resources to their own culture

Messaging Strategy

Lead with inspiration, not obligation.

Place heavy focus on inspiration before getting to mobilization.
Accomplish this through a variety of methods:

- Connection to larger vision
- Storytelling
- Scripture
- Testimonials
- Interrupt wrong mindsets
- Empowerment to embrace hope again

Use language that is relational, conversational, and colloquial.
Rename and replace former titles and descriptions that don't fit this style (examples: catalyst, groundswell, mobilization).

Keep the pray-care-share strategy since it is already established and embraced, while positioning it inside the bigger storyline. We're not trying to sell a method; the focus is on joining God and other believers in this great task.

Mobilize through bite-size calls to action:

- Cast the vision with the initial download
- Implement social media and email campaigns during GO Month
- Follow up with ongoing monthly touchpoints during GO Decade

Communicate clear next steps:

- Learn more at our resource hub
- Share a story or testimony
- Watch our socials and your inbox for more inspiration

The Narrative

Draw them in with a story.

First, we tell a story of “May” while Jesus was still on the earth. Give some historical context for the giving of the Great Commission: what happened before (Easter), how He issued the command, and what followed (Pentecost).

Identify the pain point.

After Jesus gives the Great Commission, He says something very important: “And surely I am with you always.” This will speak directly to a modern generation of lonely and anxiety-ridden souls. When you go and do this thing, I will be with you. You are not alone.

Show them how to solve the problem.

Now that our readers are engaged and invested in alleviating their pain, we walk through a simple way to start: pray, care, and share. We don’t overwhelm with complex instructions here, which could cause them to pause or withdraw. We make it easy.

Provide an easy way to respond.

A clear call-to-action solidifies their “yes” when they click.

- Check out our resource hub for more
- Follow us on social media for daily inspiration

Set the stage.

Your audience is now fully on board. Kindle that energy by letting your new followers know how you’re going to follow up with them next: daily inspiration on social media, weekly inspiration via email, and invitation to GO Day. This is a movement, and you’re part of it.

Positioning Statements

Description

Inspiring, strengthening, and connecting Jesus-followers worldwide to "GO and make disciples of all nations" by 2033

New Lingo

Rename the mobilization kit. If last year's focus on the mobilization kit flopped, but people flocked to the online resource hub, then the messaging was wrong because the kit IS a resource. People don't want to be mobilized—they want to be inspired. Then they will go willingly without the need for arm-twisting.

New term: GO Guide

Button: Get My GO Guide

Button: Get The GO Guide For Group Leaders

Month of May

May is GO Month. You've already coined the term GO Month for May so no new terminology is needed here. We'll emphasize in our messaging on all platforms, by repetition, the connection between May and GO. This is a long-term play: as the May campaign gains traction year after year, followers will come to associate this month with the Great Commission.

Tagline

Everyone Can Reach Someone, Together We Can Reach The World.

CTAs

- I will go
- We will go
- Let's go

Hashtag

#JesusSaysGo #IWillGo

Engagement Funnel

Current Campaign

Get the GO Guide

- Deliver PDF via email
- CTA: resource hub, follow on socials, join for GO Day
- Stay tuned for daily/weekly inspiration and resources

Follow-Up Campaigns

GO Month

- Release GO Guide weekly inspiration with unique CTAs for GO Month (featuring focuses on invitations to others, pray, care, share, what's next)
 1. Social media campaign
 2. Email campaign

GO Decade

- Release ongoing GO Guide monthly inspiration for GO Decade (featuring new resource/CTA each month)
 1. Social media campaign
 2. Email campaign
 3. Develop connection hub to serve/connect leaders more
- Develop evergreen GO Guide for use beyond the month of May



**Visual
Concept**

GO MOVEMENT

GO DAY

GO MONTH



EVERYONE
CAN REACH
SOMEONE



TOGETHER
WE CAN
REACH
THE WORLD



EVERYONE CAN
REACH SOMEONE



TOGETHER WE CAN
REACH THE WORLD



JESUS
SAYS
GO



JESUS SAYS GO * JESUS SAYS GO * JESUS SAYS GO



JESUS SAYS GO * JESUS SAYS GO * JESUS SAYS GO