



# PROJECT

### BACKGROUND

Living Hope was experiencing decreasing class sign-ups, engagement, and a weakened ability to communicate with new and existing guests.

I helped leadership recognize that they had too many offerings and not enough differentiation. Guests were confused; paralyzed by an abundance of options.

I directed leadership toward the development of their guest experience journey. I helped them understand that every new guest needs a reason to return. They've been welcomed, but they need direction - they need to know what comes next.

### OPPORTUNITY

The purpose of NEXT is to connect guests of all stages with the best next step for them. The discussion builds a foundation of understanding; sharing about Living Hope, what we offer, and how to draw closer to Jesus and each other.

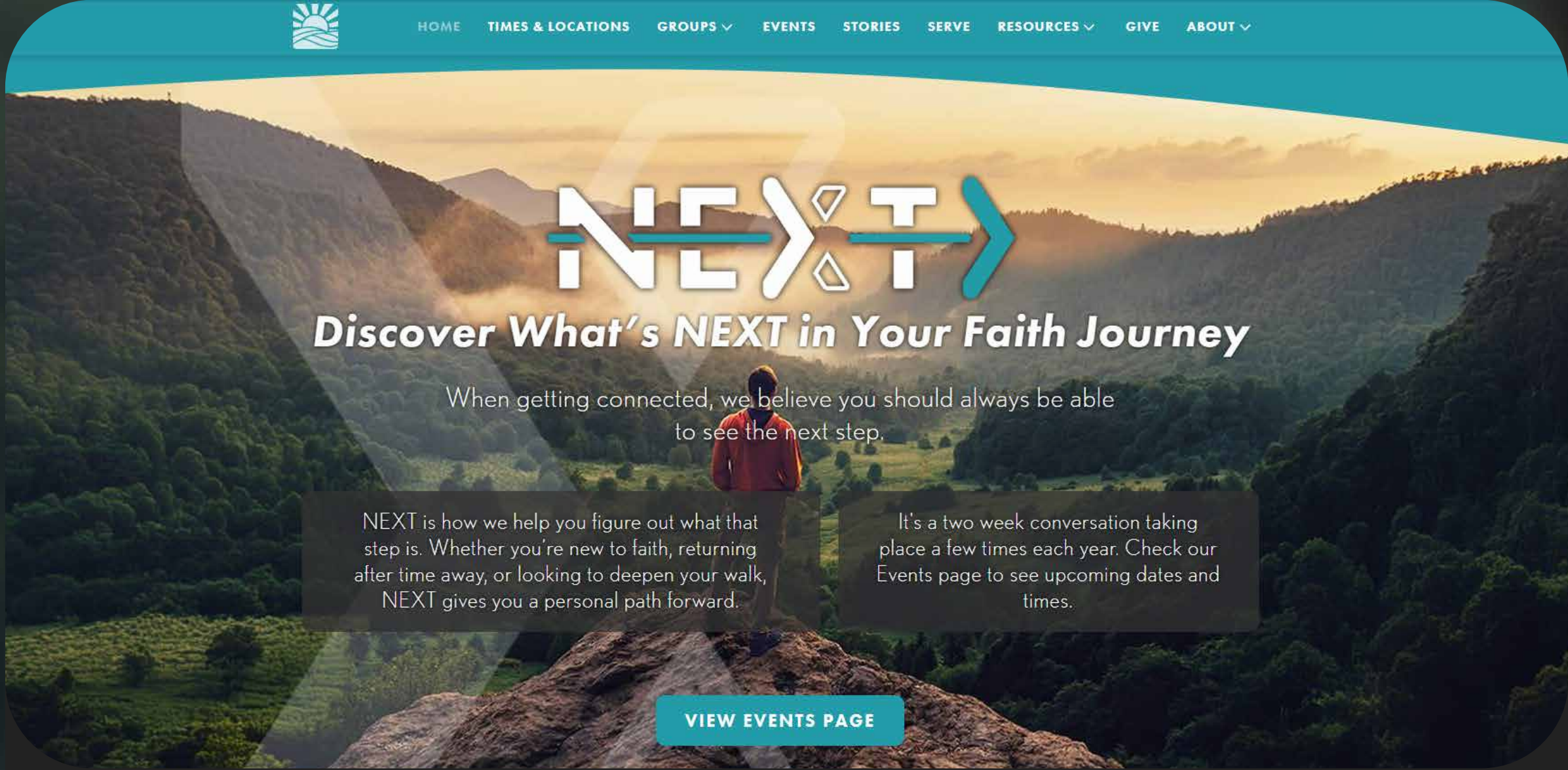
When trying to get connected, Living Hope believes you should always be able to see the next step. NEXT marks the start!



### TASKS & ACCOMPLISHMENTS

- Collaborated with executive leadership to structure NEXT into an expanded meet & greet style conversation offering guests education, table-top discussions, and personalized guidance towards their best next step.
- Collaborated with executive leadership to perform a SWOT analysis on current offerings.
- Managed project from concept through execution, developing a project plan to define goals and timeline.
- Performed market research and received feedback from new and existing guests.
- Developed a narrative frame, language guide, and script to connect with guests through clarity and direction.
- Designed the presentation of NEXT - logo, imagery, iconography, presentations, animations, and all marketing collateral across website, social media, email, and print - from concept to final delivery.
- Produced training and onboarding materials for volunteer facilitators and table leaders.
- Coached and supported staff and volunteer leaders in all aspects of NEXT.
- Spearheaded staff and leadership communications in preparation for NEXT.
- Identified gaps in support and communication and initiated follow-up and AAR communications.
- Leveraged AAR feedback to refine the structure of NEXT based on the needs of both guests and volunteers.
- Ensured a smooth project hand-off by developing a 'NEXT Package' to be shared with staff and volunteers.

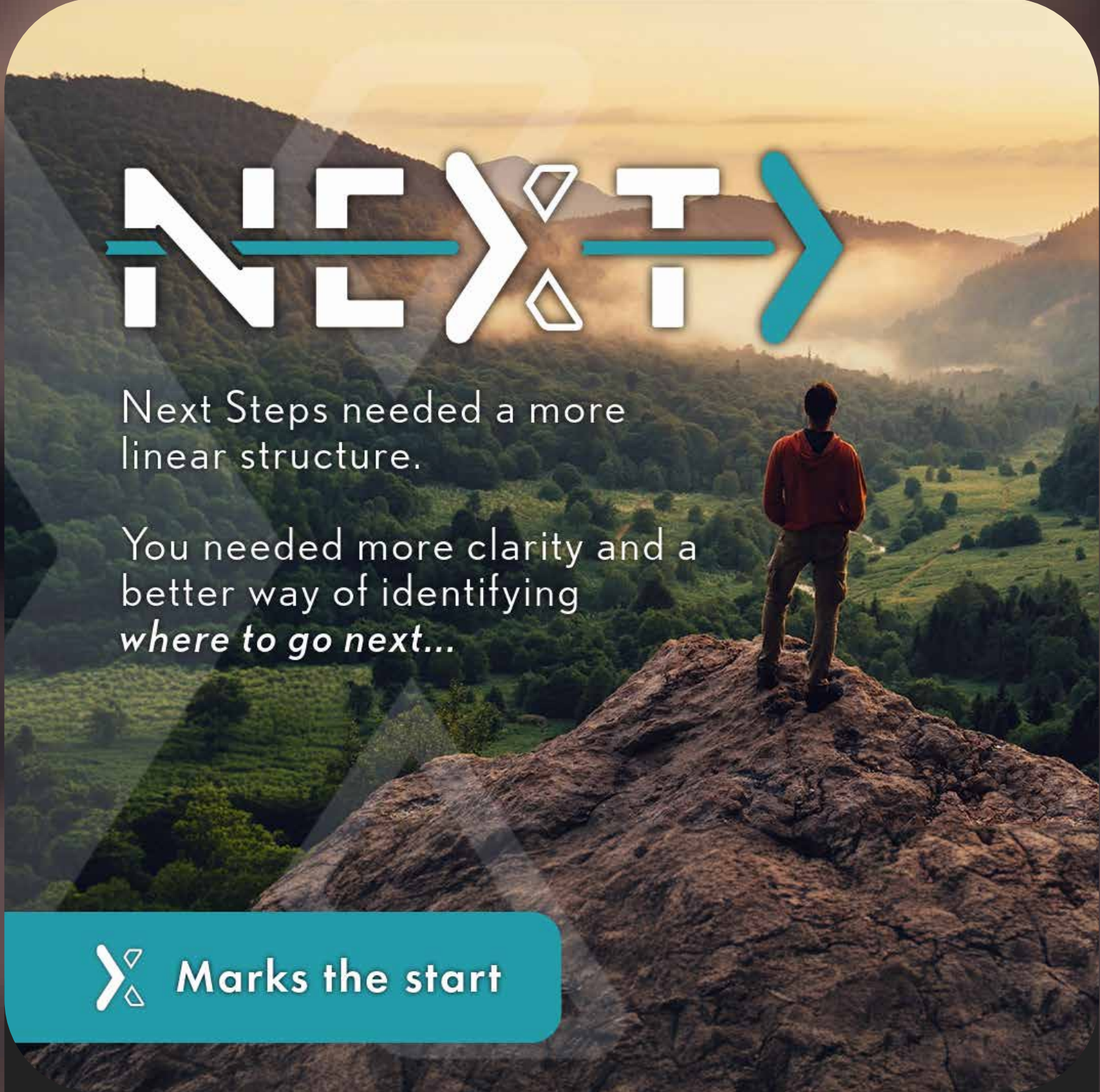
## NEXT Marks The Start



### WEB DESIGN



### MOCKUPS & SIGNAGE



### SOCIAL MEDIA



### ICONOGRAPHY



### LOGO DESIGN