



IDW Mission Grant Evaluation Report Form

Grant recipients are to complete and submit the report form within one month of the completion of the effort. If this is a continuing ministry, please submit a report by January 31st of the following year, in which the grant is received. Include pictures/videos that help share the story with other congregations to encourage them in their own ministry. Final grant funds will be sent upon receipt of this evaluation.

Contact Person, Congregation, and email address:

Dave Schultz, Immanuel Lutheran, Spirit Lake, IA lcmslakes@gmail.com

1. Please provide a brief overview of the effort:

Radio advertising campaign on local stations in Spirit Lake, Iowa.

2. What goals were established for this effort and what did you hope to accomplish?

To increase the visibility of Immanuel Lutheran Church in the local community by purchasing radio ads on local radio stations. To become familiar with the process of producing local radio advertising.

3. Did you achieve your goals? If not, what do you think were some of the contributing factors?

Half a dozen 30-second ads were written, recorded, and broadcast multiple times over the course of the 2018 summer season and generated some positive feedback. We were unable to sustain the effort in the fall due in part to difficulty in recruiting “actors” for additional ads.

4. Is there anything you would do differently if you were to undertake this effort again?

Scripts could be more finely tuned; it’s difficult to say it all in just 30 seconds. We should have taken more advantage of people in the congregation who may have had talents to contribute to the effort. Although running the campaign through just the summer season made sense with a limited initial budget, a year-long effort will require better planning, coordination, and recruitment of “actors.” Also, we should have taken advantage of the opportunity to publicize special events.

5. What lessons were learned through this effort?

PLANNING is critical. Measurement of “success” cannot be done in a short period; rather, results will become evident only after several years.

6. Will this outreach effort continue and be sustaining? Did a new outreach opportunity present itself?

We have budgeted funds for the current year (2019) for continued radio advertising. Other forms of mass-media advertising (e.g. community event calendars and website classifieds) were revealed which are available through the same company we dealt with which owns the local radio stations.

7. What suggestions would you give to a congregation considering a similar effort?

Since our target audience was the general public (many of whom are vacationers or part-time residents), we purposely chose local radio stations which have “contemporary” music, and local news rather than “Christian” music stations or “talk-radio.” As such, we wrote the scripts to be humorous, conversational, and upbeat, using a member with a locally known radio voice, and emphasizing who the people of Immanuel are (of course, in addition to the where and when) rather than preaching the Gospel per se.

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