Sunday Night Lights

Organizational background:

Champion Life Church’s primary purpose is to bring a relevant Christian message to Beaver County. This goal is accomplished by utilizing creative environments on Sunday mornings coupled with superb music and applicable, Biblical messages. Champion Life is a new ministry that will meet in the Blackhawk High School auditorium at 10 a.m. every Sunday morning, starting April 17, 2011. One of our core objectives is providing fun, safe and creative activities for students through the Champion Life Church High School Ministries (HSM) team.

Campaign overview:

To kick-off Champion Life High School Ministries (HSM), they will be sponsoring a night of flag football to be held at the Blackhawk High School stadium. The event is open to all students that are in the ninth through twelfth grades. There is no cost for admission which in addition to flag football includes a field goal kicking contest, volleyball tournament, and live music. Food will be sold at a nominal cost and includes pizza, soft drinks, hot chocolate and soft pretzels.

This event is open to students from all school districts so that they can see the kinds of events Champion Life HSM is offering.

Goals/Objectives:

Our main goal of this event is to create awareness of the new Champion Life Church and its high school ministry. By holding a flag football event at the Blackhawk High School football stadium, we will draw attention to the kinds of creative events we are offering students, and pull more families into the newly formed church. In addition to offering sports related activities, the band Third From First will provide live Christian rock music as a way of providing the Christian message in a relevant way.

Attitudinal Goals

- Have a positive attitude about Champion Life Church and the high school ministry
- Feel that HSM is a creative, fun, and safe place for students
**Behavioral Goals**
- Have at least 200 students pre-register for the event
- Have 50 new students sign up to become members of Champion Life HSM
- Students get to know the adult volunteers
- Generate positive media coverage in the local newspapers

**Informational Goals**
- Know that ChampionLife is meeting at Blackhawk High School
- Know when and where HSM meets
- Know about the qualified volunteers
- Know about the next HSM event

**Primary Messages:**
- HSM is a fun place to spend time
- ChampionLife has a positive impact on the community and surrounding communities
- You don’t have to go to church at ChampionLife to be a part of HSM

**Publics:**

**Primary**
- Beaver County students (grades 9-12)
- Parents

**Secondary**
- Blackhawk community
- Volunteers
- Potential church attendees
- Media
- Area church youth groups
- Local schools

**General outline of event:**

The event will take place on November 7, 2011 from 5 p.m. to 8 p.m.

**Sunday Night Lights**
Advance registration
- September 15, 2010 to November 1, 2011
Volunteer check in
3:30 p.m. to 3:45 p.m.
Volunteer training
3:45 p.m. to 4:15 p.m.
Student check in/registration
4:30 p.m. to 5:15 p.m.
Band plays
4:30 p.m. to 4:50 p.m.
Introduction/event rules review
4:50 p.m. to 5:00 p.m.
First round kick off/food goes on sale
5:00 p.m.
Rotation of Activities
Every 20 minutes
Wrap up and awards
7:45 p.m. to 8:00 p.m.
Clean up of grounds
8:10 p.m. to 8:45 p.m.

Media relations plan:

To WBVP radio (Requesting coverage of the event, placement on the local calendar announcements, and a commercial to promote the event) to be sent out October 5:
- Recorded audio commercial promoting the event
- Invitation to broadcast live from the event, WBVP table available for impromptu interviews/comments
- Autographed Steelers football jersey for promotional giveaway

To Beaver County Times (Requesting a feature story about Larry Bettencourt’s story and his vision for a new church in Beaver County) to be sent out in September:
- Fact sheet about Larry
- Fact sheet about Champion Life Church
- Fact sheet about Champion Life High School Ministry
Invitation to the event for photo and interview opportunities

Champion Life YouTube Channel video to launch the week of the event:
- Interview with Bubba Smith, event coordinator and HSM leader
- Virtual tour of the football stadium with voice over
- Interviews of students who will be attending the event explaining why other students should also attend

Facebook event page to be set up on September 15:
- Include links to YouTube video
• Include link to internet registration for Sunday Night Lights flag football tournament

Twitter feed about the event to be set up in September:
• Tweets to announce updates on numbers for the event and sign ups for the tournament
• Link to the Champion Life web site