

Grant Proposal

Statement of Need

Hope Lutheran Church of Birmingham has ventured into new and uncharted territory, changing our focus from a very inward, self-survival focus to an outward, community-reaching focus. We have completely re-worked our Constitution and Bylaws from the ground up, installed new leadership, and have begun the process of reshaping the hearts and minds of the congregation so that we can be an effective force in the community God has placed us in to be His salt and light.

To this end, we continue to expand our evangelism efforts. Last year we broke out into the community with our first ever "Community Fun Day" where hundreds of families from our community came to peruse the Community Yard Sale, to setup shop and sell their goods, to provide delicious foods, family-focused entertainment and art, a kids' "Play Zone", and even an area where kids could sit and learn about Jesus through activities, lessons, and songs.

While this event was certainly a success, we want to learn from last year's efforts and make this year's festival even better.

First, we've changed the name from "Community Fun Day" to "Community Fun and Faire," which more clearly expresses what this event is all about. Second, we are going to expand our children's learning efforts to provide more Christ-centered activities for the kids (and interested adults), cutting down just a little bit on the kid's play area. Third, we are going to do more advertising on social media (Facebook, Twitter, etc.). Fourth, we are going to provide more opportunity for The Arts and for delicious food, by opening up to the community opportunities for expression in these areas, of course keeping it clean and Christian.

In order to rightly do all of these things and enhance our overall mission to "Connect People to Jesus," we are asking for a Spirit Kindle Grant of \$1500.00, as well as a commitment of \$500.00 from the congregation, part of which will come from our annual Yard Sales.

Community Demographic

Our community, called "Eastwood/Crestline" houses a very diverse demographic, both of age and of ethnicity. Many post-college aged families have moved in, as well as single-parent families which at least one child. We also have several elderly families. Included in this mix are several different ethnicities. We will be reaching out to all of these groups, providing a place of fellowship, faith nurturing, and fun, exposing them to Hope's family in a safe and comfortable place.

Opportunities and Challenges

Opportunities:

Simply to meet new faces, and to carry out Hope's mission to "Connect People to Jesus." This is certainly a very open-ended mission; there are many different ways to do this, and the "Community Fun and Faire" is just one of these ways.

Challenges:

As with any effort such as this, the greatest challenge will be to get our members out of the pews and involved, at least in some way, with this project. It is expected that the normal folks who regularly

involve themselves will be more than willing to put their best foot forward, but the hope is that others who would not normally take part will also put some effort into the project, especially if they have a gift or talent they might want to share.

Another challenge will be assuring that adequate advertising, and early advertising, is done so that as many who are in the community might hear about this, plan for it, and take part. The earlier advertising is done the better.

Detailed Plan and Timeline

The date of the Community Fun and Faire is May 13th or 20th. The weather report, as we get closer to the date, will determine this.

Beginning in February, a team will have regular meetings to plan the event.

Advertising will commence in March, and from March until the event will continue to be enhanced. Depending on the long-term forecast, we will set the date of the event by mid-March and provide more advertising through other avenues with the date and time of the event. Other sponsors (Chick-fil-A, Full-Moon BBQ, etc.) will be sought out and secured.

In April, pending the securing of funds, various necessary rental items will be reserved. Depending on the number of people interested in providing food, other menu items will also be determined. April will also be the month where members of hope will go door-to-door with door hangers and fliers promoting the event and asking for folks to sign up to sell, present, or provide food. Late April will also be the time that a mailer will go out to several hundred households in the community, with addresses provided through a 3rd party marketing organization.

In May, additional promotion will continue, paying for additional social media ads, additional fliers, and emails.

After the event, the planning team will reassemble and assess the outcomes. Contact will be made to as many of the participants as possible, thanking them for their efforts, and encouraging them to continue the fun by working with Hope for other community events, large or small. This will also provide an opportunity to witness to the participants and invite them to learn more about the Christian faith, Lutheranism, and the Hope family.