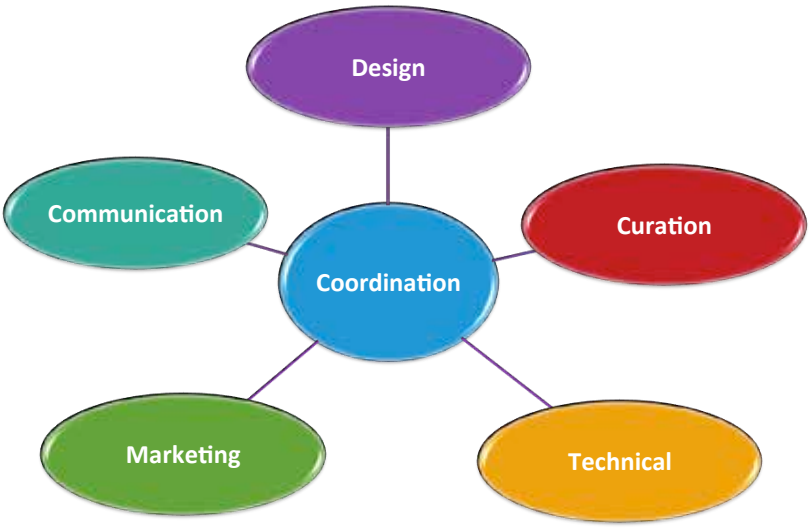
IMAGINE

FAITH FORMATION

Designing Faith Formation

Develop Project-Centered Teams



Design Process

Task 1. Research the Target Audience(s) & Identify Needs
Task 2. Build the Faith Formation Network Design
Task 3. Generate Programming Ideas for the Network
Task 4. Plan a Network Season of Programming
- Add current programming and events
- Redesign current programming by using a digital strategy
- Design faith formation playlists

Task 5. Build the Digital Platform
Task 6. Test the Seasonal Plan with the Target Audience
Task 7. Launch the Seasonal Faith Formation Network
Task 8. Evaluate the Season of Programming
Task 9. Design the New Season of Programming

Step 1. Research

(Using the "Research Guide")

Tasks

1. Gather demographic information about the congregation and its surrounding community.
2. Observe the people in the wider community.
3. Interview selected church leaders.
4. Conduct two or more focus groups of people in your target audience(s).
5. Produce a summary report of the 1) observations, 2) interviews, and 3) focus groups.
6. Identify the most important needs of the target audience(s) to be addressed.

Step 1. Research

Audiences

- Children & Families
- Teens & Families
- Young Adults: 20s-30s
- Mid-Life Adults: 40s-mid 50s
- Mature Adults: mid 50s-mid 70s
- Older Adults: 75+
- Families
- All Ages/Multigenerational

Research Topics

1. Life Stage Issues
2. Generational Issues
3. Milestones & Life Transitions
4. Ethnic & Cultural Needs
5. Spiritual & Religious Needs

Step 1. Research

1. Compile the responses for each question from all of the interviews.
2. Review the responses for each question to identify related themes. Group these items together by giving identical or similar items the same number beginning with #1. The #1 item should have the most responses, the #2 item the second most responses, and so on.
3. Name in one phrase or sentence each of the most mentioned responses—**themes**. Develop a summary report for each question that includes only the top priority **themes**.

Empathy Map

SAY	DO
What do you hear your target group saying?	What actions and behaviors do you notice in your target group?
THINK	**FEEL**
What might your target group be thinking? What does this tell you about their beliefs/convictions?	What emotions might your target group be feeling?

Step 1. Research

Produce summary reports:

1. Compile one report of the major insights from your community observations.
2. Compile one report of your interview findings—identifying the major themes for each interview question.
3. Compile one report of your focus group findings—identifying the major themes for each focus group question.

Compiling the Themes

Observation	Interviews	Focus Groups

Sample Themes – Mature Adults

1. Dealing with retirement
2. Making life plans, finances, health
3. Becoming a grandparent
4. Making a difference in the community and world
5. Incorporating family changes and transitions
6. New ways of living and relating as a married couple
7. Caring for aging parents
8. Taking time to read the Bible and learn more about my faith
9. Growing spiritually and exploring spirituality for the 2nd half of life
10. Connecting with people my age; talking about things that matter to us
11. Dealing with loss

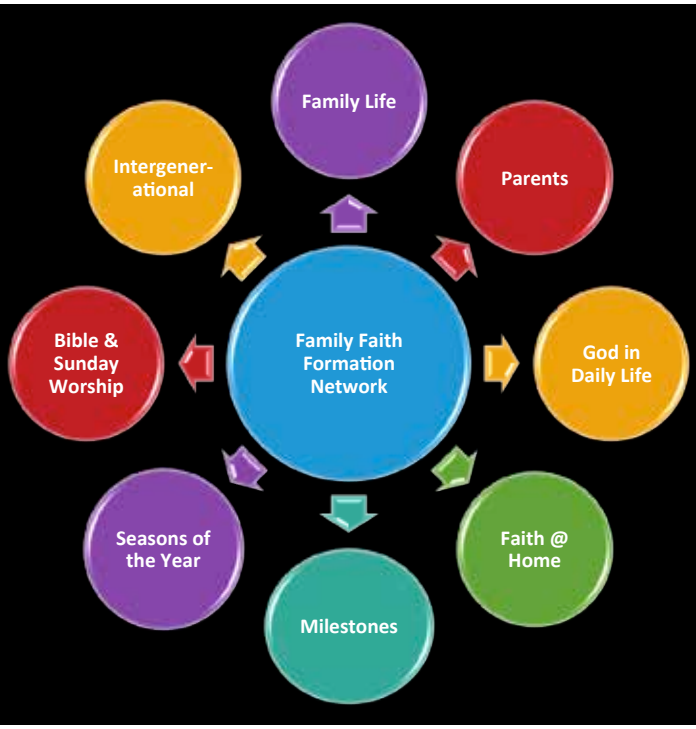
Step 2. Design Network Themes

1. Caring Relationships
2. Celebrating the Seasons
3. Celebrating Rituals & Milestones
4. Learning the Christian Tradition
5. Praying & Spiritual Formation
6. Reading the Bible
7. Serving, Working for Justice, & Caring for Creation
8. Worshipping God
9. Missional
10. Life Stage Issues

Networks of Faith Formation

The Seasons of Adult Faith Formation

A Network of Adult Faith Formation Experiences, Programs, Activities, & Resources

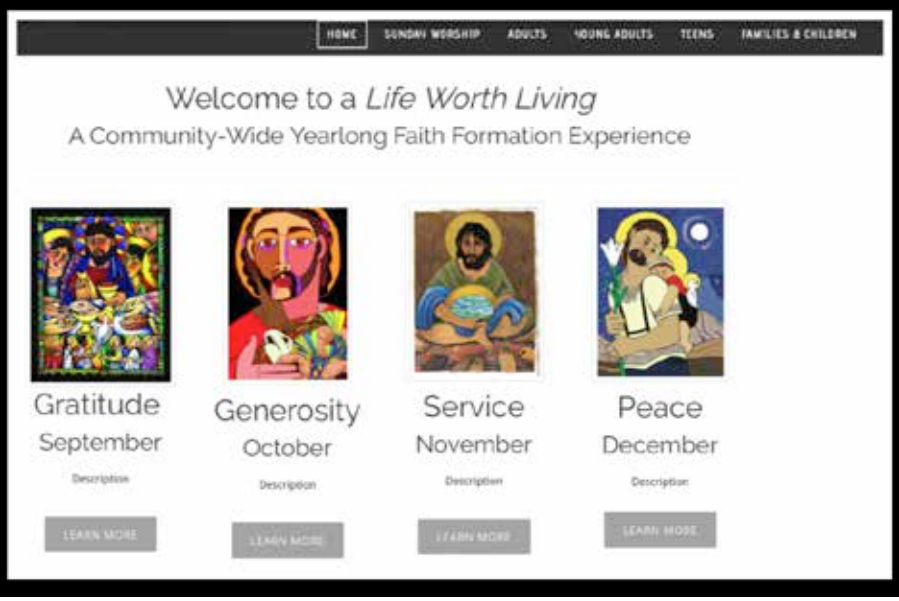


Family Faith Formation Network

Families at the Center of Faith Formation

A Network of Experiences, Activities & Resources for Families with Children

Whole Community Network



Step 3. Generate Programming Ideas

Part 1

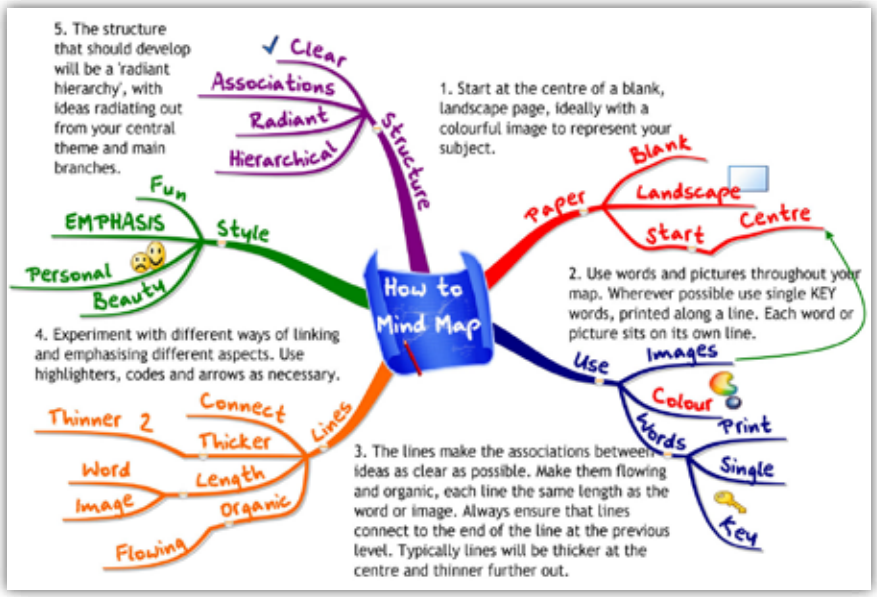
1. Correlate the most important needs from the research into the appropriate content areas of the network. Some of the important needs will be included in multiple content areas.
2. Add the faith formation programs that will continue to be offered for the target audience into the appropriate content areas of the network. Some may be listed more than once.
3. Add events, ministries, and programs from the intergenerational faith community into the appropriate content areas of the network. Some may be listed more than once.

Generate Programming Ideas

Part 2 – New Programming

1. What new programming do we need to address the needs that surfaced in the research?
2. What would our target audience like to see the church offer them through faith formation?
3. How can we address the audience's needs through age-specific programming?
4. How can we address the audience's needs through intergenerational and/or family programming?
5. How can we develop missional outreach programming and strategies with this target audience?

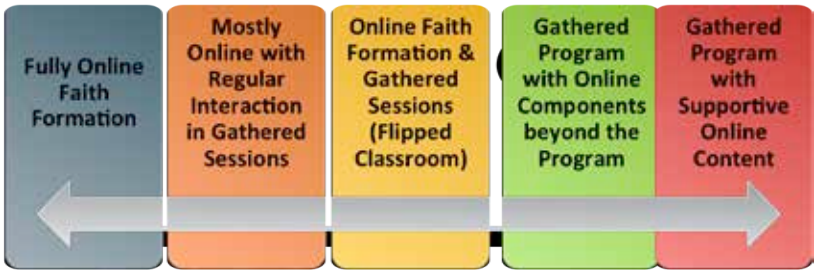
Generating Ideas: Mindmapping

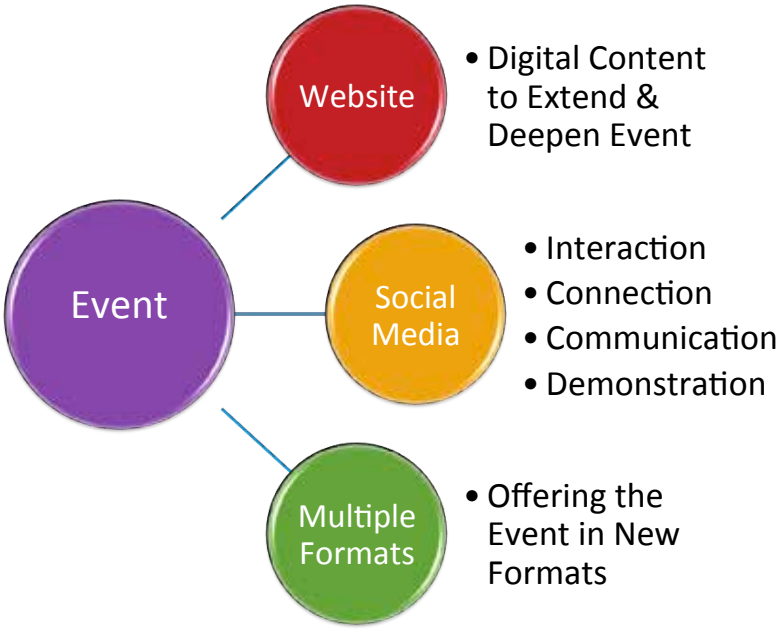


Generate Programming Ideas

6. How can we utilize multiple environments: self-directed, mentored, at home, in small groups, in large groups, church-wide, in the community, and in the world?

7. How can we utilize digitally-enabled strategies?





Programming

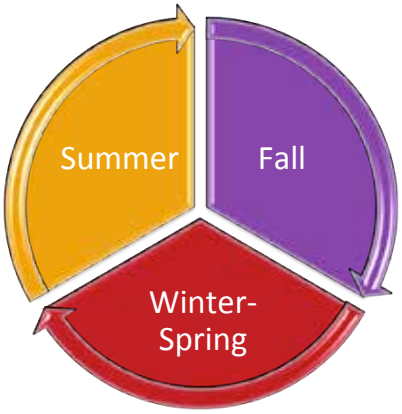
Content Areas	Needs	Current Programs	Inter-generational	New Ideas
Caring Relationships				
Church Year Seasons				
Learning the Tradition				
Prayer/Spiritual Form.				
Reading the Bible				
Rituals & Milestones				
Service, Justice, Creation				
Worship				
Life Stage Issues				
Missional				
Additional Area				

Step 4. Plan a Network Season

Fall Season:
September 1 – January 1

Winter/Spring Season:
January 1 – May 1

Summer Season:
May 1 – September 1



Design a Network Season

1. Add currently scheduled programming for this season (age group, family, and/or intergenerational) in the appropriate Network content areas and month(s).
2. Use digitally-enabled strategies to redesign current programming (extending programs with online content, offering online-only programs, etc.)
3. Select new programming ideas for this season from the ideas generated in Step 3. Where appropriate, schedule the programming (e.g., a monthly focus).
4. Develop playlists of content, programs, and experiences.
5. Develop the final version of the seasonal plan and design the seasonal faith formation website.

Develop a Seasonal Plan & Calendar

Content Area (examples)	**Programming & Dates**			
	Month 1	Month 2	Month 3	Month 4
Scripture Enrichment				
Faith Enrichment				
Spiritual Enrichment				
Service & Mission				
Life Issues				

Faith Formation Playlists

Playlists are thematic learning plans that integrate a variety of ways to learn, multiple learning environments, and online and physical spaces—from which people can create their own faith formation plan.

Networks of Faith Formation

The Seasons of Adult Faith Formation

A Network of Adult Faith Formation Experiences, Programs, Activities, & Resources

Playlists of Content & Experiences

Adult Living

Find resources for being a Caregiver and an invitation for joining our Caregiver Support Group.

Discover faith forming activities for grandparents to do with their grandchildren.

Discover Faith

Discover Jesus and the Christian faith with two of our invitational experiences:

1. Basics of Christianity - explore the video series on your own; join a Basics small group experience
2. Explore the Christian Faith through the ten-session Alpha Course with a small group of inquirers

Faith Enrichment

Grow deeper in your Christian faith with one or more of our offerings:

1. A Yearlong Journey into the Christian faith - a 10 session program, monthly at church
2. Living the Spirit-Filled Life Course
3. Practice Makes a Christian - a small group study program
4. Practicing Our Faith - a self-study or group-study for growing in the practice of the Christian faith
5. Sacraments 101- a video-based introduction or refresher on the Catholic sacraments

Scripture

The focus for each season of Scripture Enrichment is one Gospel - Matthew, Mark, or Luke. We are offering a variety of ways for you to study and read the Gospels:

1. Participate in the Gospel Presentation Series
2. Participate in a Small Group Gospel Bible Study
3. Explore the Gospel On-Your-Own
4. Take an Online Course
5. Develop a Gospel Study Plan using a Bible App
6. Discover Online Devotions and Bible Studies

Seasons

Deepen your understanding and celebration of the seasons of year at home during Advent-Christmas, and Lent.

Deepen your understanding of the death and resurrection of Jesus as presented in the four Gospels in preparation for Holy Week.

1. Participate in a Four-Session Presentation Series at Church
2. Watch the Four Video Presentations on Your Own or with a Small Group
3. Participate in a Six-Week Small Group Scripture Study
4. Study the Death and Resurrection of Jesus of On-Your-Own

Service & Mission

The Focus for the year is *Poverty in our Community & Country*. Get involved with an action project and learn more about poverty.

Action:

1. Build a Home
2. Participate in "Serve the Community" Day
3. Support the Education of Children
4. Assemble Promise Packs for Refugees

Learn:

1. Explore the Christian practice of transforming the world
2. Explore poverty in the U.S.
3. Explore stories of poverty in the U.S.
4. See who's poor in the U.S.

Spiritual Life

Develop your spiritual life through a variety of spiritual enrichment experiences:

1. Participate in our five-session Spiritual Practices Course
2. Join a Book Study for Spring: *Falling Upward* by Richard Rohr
3. Explore Prayer Practices - experience a variety of ways to pray with these online resources
4. Take Time for Daily Devotion - select a daily prayer resources from the variety of online daily devotions
5. Take an Online Course or Make a Retreat with a Spiritual Master
6. Make an Online Retreat using the Ignatian Spiritual Exercises

Sunday Worship

Bring Sunday worship home with you and make it a seven-day experience:

1. Read the Daily Scriptures & Watch a Video Reflection
2. Watch a Video Reflection on the Sunday Readings
3. Reflect on the Sunday Readings with Lectio Divina
4. Learn More About the Sunday Scripture Readings
5. Live Sunday All Week @Home

Family Faith Formation Network

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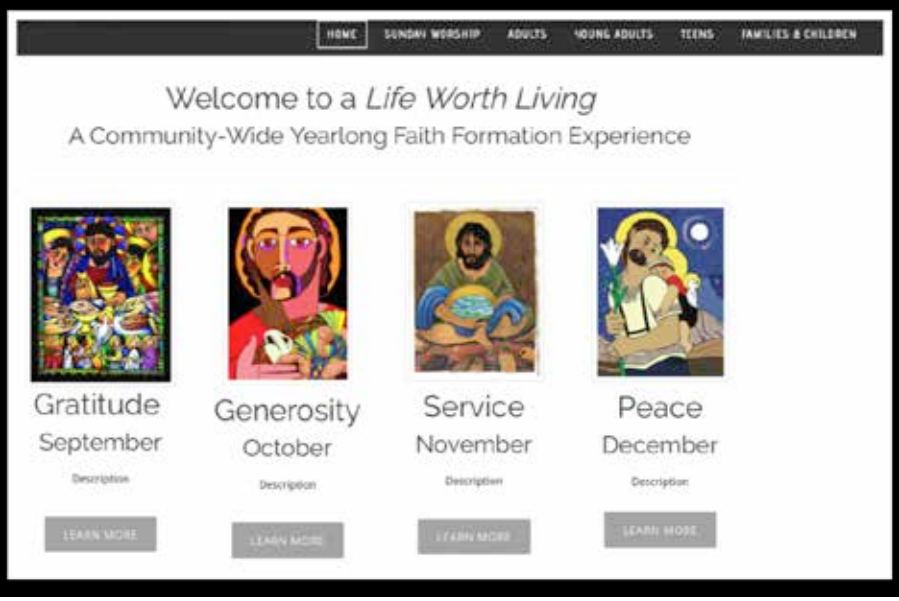
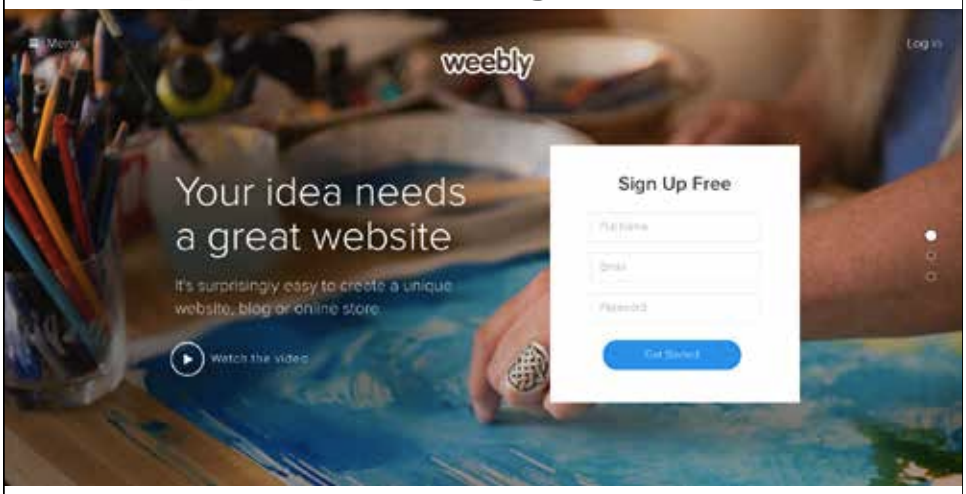
Whole Community Network



Step 5. Build a Digital Platform



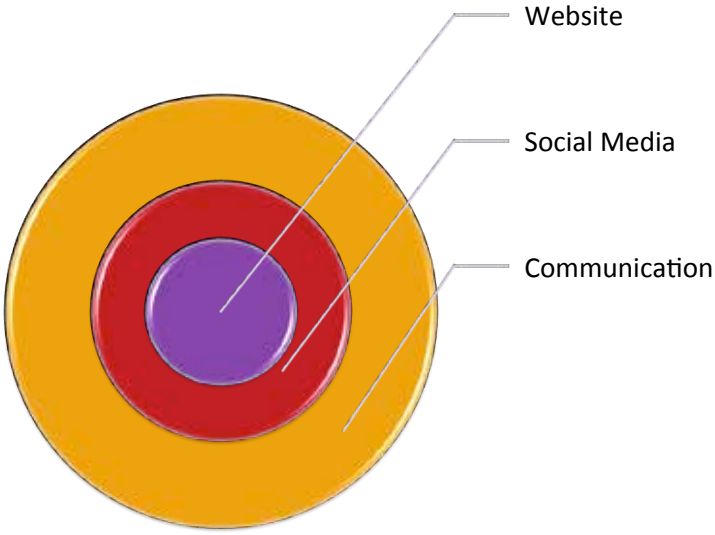
Other Platforms

www.wordpress.org www.wix.com www.squarespace.com

Build a Digital Platform

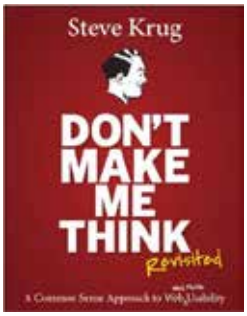
1. Choose a domain name.
2. Select a website template that is “mobile” responsive.
3. Create the primary navigation system (main menu) from the network content areas.
4. Build each webpage to incorporate all programs, activities, and resources for each content area.
5. Design the webpage for your target audience—write the website content to your audience.

Digital Platform



Things to Remember…

1. Don't make the user think—make web pages self-explanatory so the user hardly has any perceived effort to understand them, for example, clear choice of labels, clearly "clickable" items, simple search.
2. People generally don't read web pages closely; they scan, so design for scanning rather than reading.
3. Create a clear visual hierarchy and menu system (main menu, submenus).
4. Make it very clear how to navigate the site, with clear "signposts" on all pages.
5. Omit needless words.
6. The home page needs the greatest design care to convey site identity and mission.
7. Promote user goodwill by making the typical tasks easy to do, make it easy to recover from errors, and avoid anything likely to irritate users.



Step 6. Test the Plan & Website

1. Let your user experience the network online. Show don't tell. Let them review the website and the programming. Just the minimum context so they understand what to do. (Have computers or tablets available for people to use or ask them to bring a device.)
2. Have them talk through their experience, e.g., "Tell me what you are thinking as you are doing this."
3. Actively observe. Watch how they use (and misuse!) the website. Don't immediately "correct" what your user is doing.
4. Follow up with questions, such as: "Show me why this would (or would not) work for you." "Can you tell me more about how this made you feel?" "Why? " "Do you find things that interest you and connect with your life?" "Are there things you would have liked to see?"

Step 7. Launch the Network

Be sure to pay careful attention to the titles and descriptions so that they capture people's interests. Develop descriptions that are positive in tone, indicate clearly the content or focus of an activity.

1. Describe how your offerings respond to something within the lives of people. Highlight the relationship between the content and the particular spiritual or religious needs, interests, passions, concerns, or life issues of people.
2. Describe the 2-3 benefits of participating or engaging in faith formation.
3. Explain to people how to use the Network and how to access the activities and resources.

Promotion Ideas

1. Connect to (or extend from) a gathered event.
2. Use personalized invitations.
3. Establish a Facebook page for faith formation for announcements, updates, stories and photos from people engaged in faith formation, etc.
4. Use Twitter to announce updates, events, and invite reflections from people on their experiences.
5. Send email or e-newsletters to targeted groups (use a service like Constant Contact, Mail Chimp, Flocknote).
6. Provide ways to share experiences using blogs, Twitter, Facebook: videos, reports, photos, etc.

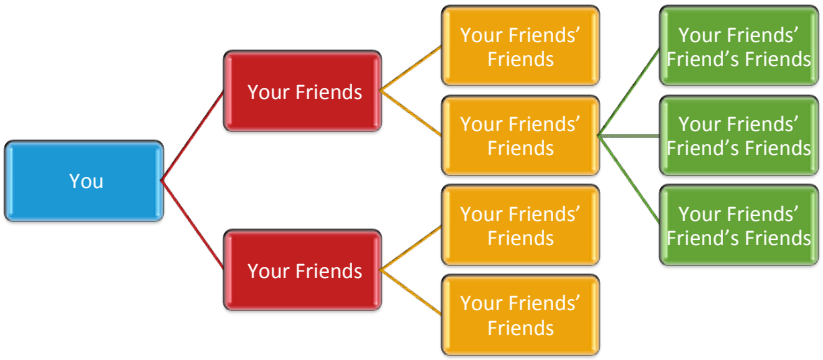
Marketing in Four Steps – Seth Godin

1. The first step is to invent a thing worth making, a story worth telling, a contribution worth talking about.
2. The second step is to design and build it in a way that people will actually benefit from and care about.
3. The third one is the one everyone gets all excited about. This is the step where you tell the story to the right people in the right way.
4. The last step is so often overlooked: The part where you show up, regularly, consistently and generously, for years and years, to organize and lead and build confidence in the change you seek to make.

(http://sethgodin.typepad.com/seths_blog/2016/08/marketing-in-four-steps.html)

Connect to Social Networks

Our social network is made up of all the people we're connected to, all the people they are connected to, all the people they are connected to, and so on.



Step 9. Evaluate Programming

METHOD

Feedback Capture Grid

WHY use a feedback capture grid

Use a feedback capture grid to facilitate real-time capture, or post-mortem unpacking, of feedback on presentations and prototypes – times when presenter-critiquer interaction is anticipated. This can be used either to give feedback on progress within the design team or to capture a user's feedback about a prototype. You use the grid because it helps you be systematic about feedback, and more intentional about capturing thoughts in the four different areas.

HOW to use a feedback capture grid

1. Section off a blank page or whiteboard into quadrants.
2. Draw a plus in the upper left quadrant, a delta in the upper right quadrant, a question mark in the lower left quadrant, and a light bulb in the lower right quadrant.

It's pretty simple, really. Fill the four quadrants with your or a user's feedback. Things one likes or finds notable, place in the upper left; constructive criticism goes in the upper right; questions that the experience raised go in the lower left; ideas that the experience or presentation spurred go in the lower right. If you are giving feedback yourself, strive to give input in each quadrant (especially the upper two: both "likes" and "wishes").

Things to Remember about Change

1. Follow the bright spots: investigate what's working and clone it.
2. Script the critical moves: don't think big picture, think in terms of specific behaviors. Shrink the change.
3. Point to the destination: change is easier when you know where you're going and why it's worth it.
4. Find the feeling: knowing something isn't enough to cause change. Make people feel something. Build an emotional and rational case for change.

Build a Curation Support System

1. Develop trusted expert curators to assist.
2. Develop a list of high quality online resource centers.
3. Subscribe to faith formation blogs and newsletters.

Develop Trusted Sources

Develop a Research Checklist

1. People: teachers, mentors/guides, guest presenters
2. Community programs: churches, agencies, organizations,
3. Educational institutions: colleges, seminaries
4. Retreat and spiritual life centers, monasteries
5. Denominational programs, events, websites
6. Museums
7. Books (with study guides) & E-books
8. Apps
9. Audio podcasts & audio learning programs
10. Videos & video learning programs
11. Online courses & online activities
12. Television shows
13. Organizational websites
14. Resource center websites

Develop Evaluation Criteria

- ✓ Biblical content and interpretation
- ✓ Theological content and emphasis
- ✓ Developmental appropriateness
- ✓ Ethnic-Cultural appropriateness
- ✓ Inclusive of diversity
- ✓ Respect for diverse ways of learning
- ✓ Appearance and visual appeal
- ✓ Ease-of-Use
- ✓ Quality of Experience
- ✓ Applicable: Able to be incorporated into daily and home life