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The Baptist Church in Warren: Marketing Plan to Increase Public Awareness

Arnold Robinson

Community Partnerships Center, cpc@rwu.edu

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The Baptist Church in Warren

Marketing Plan to Increase Public Awareness

Community Partner:
The Baptist Church in Warren
Warren, RI

Academic Partner:
Gabelli School of Business

Fall 2013

The Roger Williams University Community Partnerships Center

The Roger Williams University (RWU) Community Partnerships Center (CPC) provides project-based assistance to non-profit organizations, government agencies and low- and moderate-income communities in Rhode Island and southeastern Massachusetts. Our mission is to undertake and complete projects that will benefit the local community while providing RWU students with experience in real-world projects that deepen their academic experiences.

CPC projects draw upon the skills and experience of students and faculty from RWU programs in areas such as:

- Architecture and Urban Design
- Historic Preservation
- Law
- Justice Studies
- Business
- Education
- Engineering and Construction Management
- Environmental Science and Sustainability
- Community Development
- Visual Arts and Digital Media
- Marketing and Communications
- Graphic Design
- Political Science
- Psychology
- History
- American Studies
- Finance
- Public Administration
- Public Relations
- Writing Studies
- Sustainable Studies

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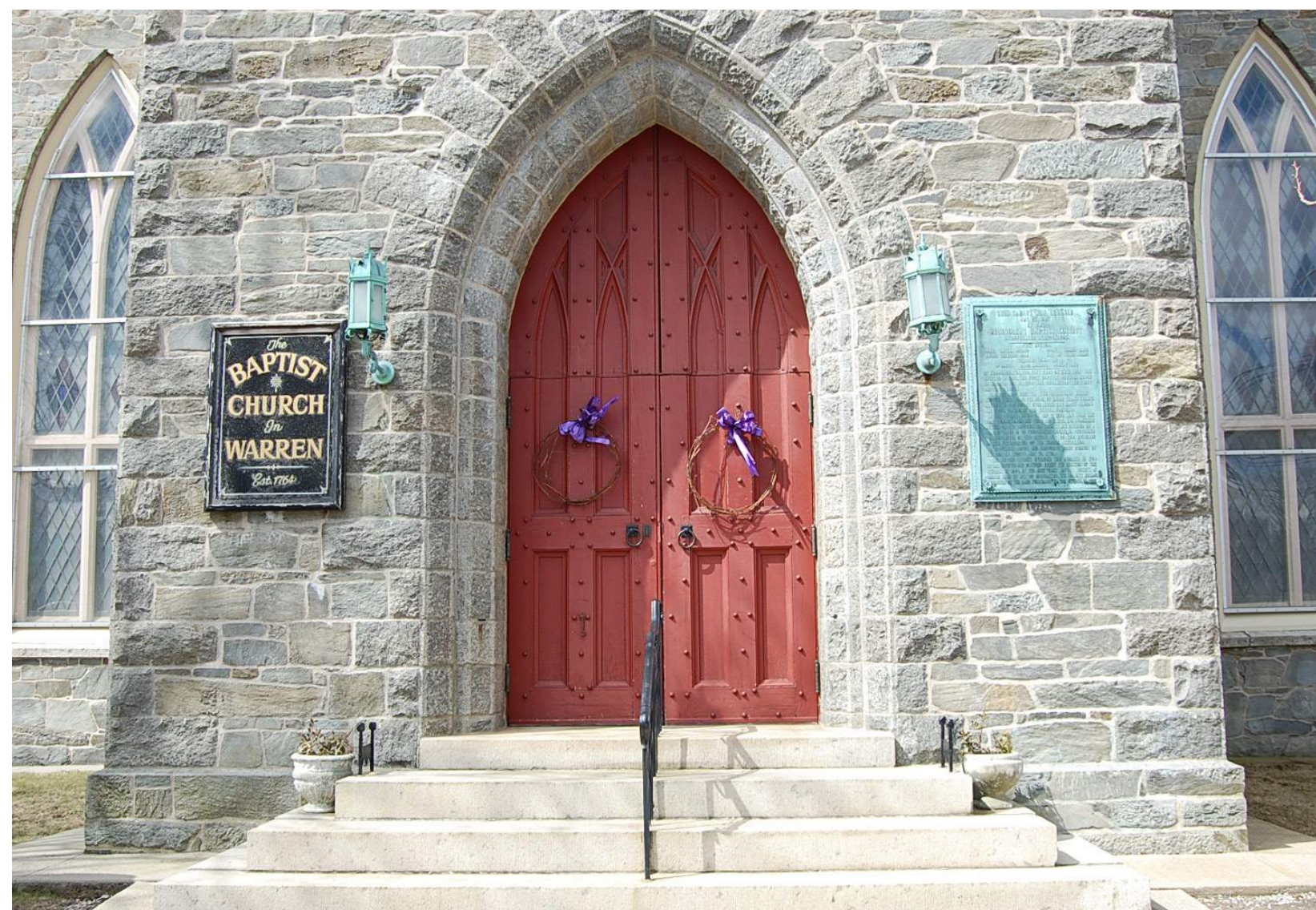
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Community Partnerships Center
Roger Williams University
One Old Ferry Road
Bristol, RI 02809
cpc@rwu.edu
<http://cpc.rwu.edu>

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Executive Summary

The Baptist Church in Warren was founded in 1764. The founding fathers not only established a church, but also the first university in Rhode Island: Rhode Island College, now known as Brown University. While the Church thus has a long and important history, it is not well known or recognized. Therefore the Church is seeking assistance in telling its history in a way that will encourage more community support.

More specifically, the Church requested assistance from Roger Williams University through the Community Partnerships Center in the form of a marketing strategy to increase awareness of the Church as an historical site.

The project was undertaken by the fall 2013 Marketing Principles Class. The course was administered online and this project represented a pilot test for incorporating a CPC project within an online course.

The Baptist Church in Warren has a website and a YouTube channel. Currently, however, these media outlets communicate primarily with existing congregants. What follows are suggestions to broaden the outreach efforts of the Church to help achieve the dual goals of increased awareness and increased visitation. More specifically, the report details the research that was conducted to understand historical tourists, the ways in which other historical churches present their histories, and plans for communicating the Church's story. Suggested strategies include Pinterest boards, new YouTube videos, and tourism outreach via articles in publications targeted to historical tourists.

Recommendations build on the Church's rich history and its location in a desirable vacation destination as well as its proximity to other important historical sites. Some recommendations can be incorporated into the current workflow (such as Pinterest) while others may involve participation of outside sources (such as final versions of the YouTube videos and the magazine articles).

The Baptist Church in Warren needs to enhance its public profile to become an historical site of choice for visitors to Rhode Island and to New England. Accordingly, we suggest ways to personalize its historical ties so that it will occupy a unique place in people's minds and become a destination of choice for historical tourists.



Project Goals & Participants

Client Request

- Marketing.
- Telling the history in a way that would encourage more community support.

Scope of Work

- Identify the aspects of the Baptist Church in Warren that set it apart from other historical churches, and historical sites, in Rhode Island.
- Investigate how other historical churches promote themselves and develop a list of “best practices.”
- Draft a narrative that presents the relevant aspects of the Baptist Church in Warren in a way that will raise the importance of the church in the local community and among “historical tourists.”

Project Deliverables

- Storyboard YouTube videos to introduce different historical elements of the Baptist Church in Warren.
- Creation of a Pinterest account for the Baptist Church in Warren with three “boards.”
 - History board
 - Posting relevant pictures of the historical aspects of the church
 - Posting restoration activity
 - Wedding board
 - Tourism board
- Materials targeted toward historical tourism. The deliverable here could be articles targeted to tourism publications and websites.

Marketing Strategy Group

Kevin Pieper, Coordinator
Michael Buckley
Scott Buhlmann
Reid Nelson
James Wygonik

YouTube Group

Connor Tompkins, Coordinator
Shawn Cariglio
Mackenzie Doyle
David Larkin
Antonia Papadopoulos

Faculty Coordinator

Kathleen S. Micken, Professor of Marketing

Pinterest Boards Group

Ana Barcelona, Coordinator
Alexis Curtin
Emily Davis
Trevor Fahmy
Hannah Noel
Savannah Tribble

Tourism Outlet Group

Kaitlyn Kline, Coordinator
Alexandrea Bergamo
Emily Easley
Alfred Kroqi
Christopher Langone

Graphic Designer

Lisa Fasciglione



Visit to the church, October 4, 2013

Ana Barcelona, Reid Nelson, Alexis Curtin, and Rev. Esther Irish

Research

Research Goals

Before developing strategies to promote the Baptist Church in Warren, we needed to delve into two topics understanding the people who would be likely to visit the church, and learning how other historical churches present their history.

Knowledge of these topics would let us develop materials that would not only be attractive to the potential target audiences, but would also stand out from the other historical churches, making the Baptist Church in Warren a desirable choice for vacation planning.

Historical/Cultural Tourists Heritage Tourism Cultural Heritage Tourism

Governments (state, local and federal) have come to understand that historical and cultural sites attract tourists and their travel dollars. Research since the mid-1990s has focused on three primary topics.

The influence of historical sites in vacation destination decisions.

The economic impact of historical/cultural tourists versus “regular” tourists.

The type of individuals most likely to plan a vacation to include an historical or cultural site or experience.

Historical/Cultural tourists ...

- Seek to enrich their lives with a new travel experience
- Say that trips where they learn something new are more memorable

Compared with other tourists, historical/cultural tourists are

- Older
- Wealthier
- More educated
- More technologically savvy
- Take longer trips

Source: *The Historic/Cultural Traveler*, 2003 Edition
Travel Industry Association of America

“Today’s tourist wants a broader experience. It’s not just [about] the sites ... It’s [also about] the people who created the past.

‘Build it and they will come.’ Well, our forefathers built it. Our job is to organize it.”

John Nau, Chairman
Advisory Council on Historic Preservation

Research

Three Primary Historical/Cultural Tourist Groups

Passionate Cultural/Heritage Travelers

These individuals participate in cultural/heritage activities more than any other group. For these tourists, historical sites and historical experiences are drivers of destination choice.

Well-Rounded/Active Cultural/Heritage Travelers

These individuals are open to all kinds of experiences, including historical and cultural ones. They like to travel and appreciate what they learn through travel. Accordingly, they spend the most per trip.

Self-Guided/Accidental Cultural/Heritage Travelers

While historical/cultural considerations do not drive destination choices for this group, individuals in this group do take advantage of such opportunities when they are available. This characteristics puts a premium on locally-available information – especially since this group prefers exploring small towns, galleries and likes self-guided historical tours.

Historical/Cultural Tourists = 76% of US adult leisure travelers (2013)

What the Historical/Cultural Tourist Seeks

	Passionate	Well-Rounded	Self-Guided/ Accidental
I like to bring back local regional memorabilia from the places I visit and share them with my friends and family.	87%	86%	72%
I like to pursue a life of challenge, novelty and change.	75%	82%	65%
I seek travel experiences where the destination, buildings and surroundings have retained their historical character.	81%	79%	74%
I want my travel to always be educational so I make an effort to explore and learn about the local arts, culture, environment.	70%	79%	62%
I spend more money on cultural and/or heritage activities while I am on a trip.	56%	73%	43%

Research

How Other Historical Churches Present Their History *Standard Format*

Understanding competitors is critical to developing a successful marketing strategy. Thus, we investigated the ways that other churches present their history.

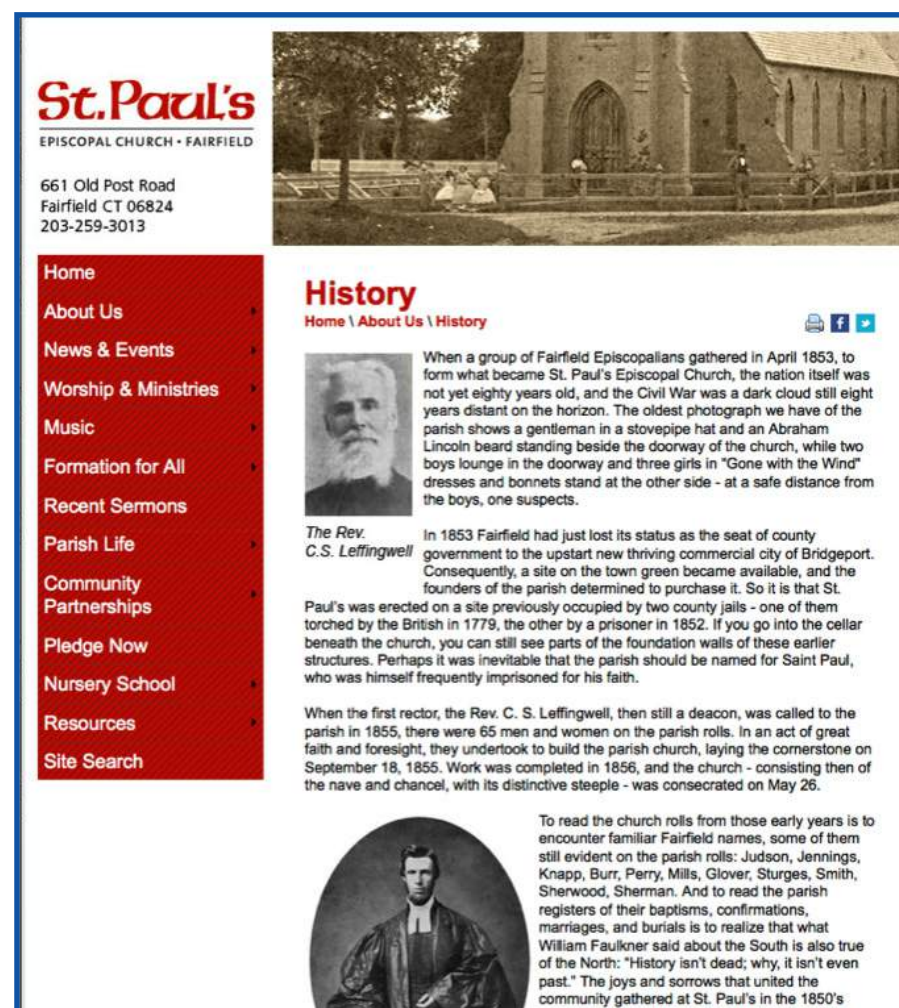
- Are there common formats?
- What good ideas might the Baptist Church in Warren imitate?

Unfortunately we found that most history pages consisted of a great deal of text accompanied by a few pictures, as the examples here illustrate.



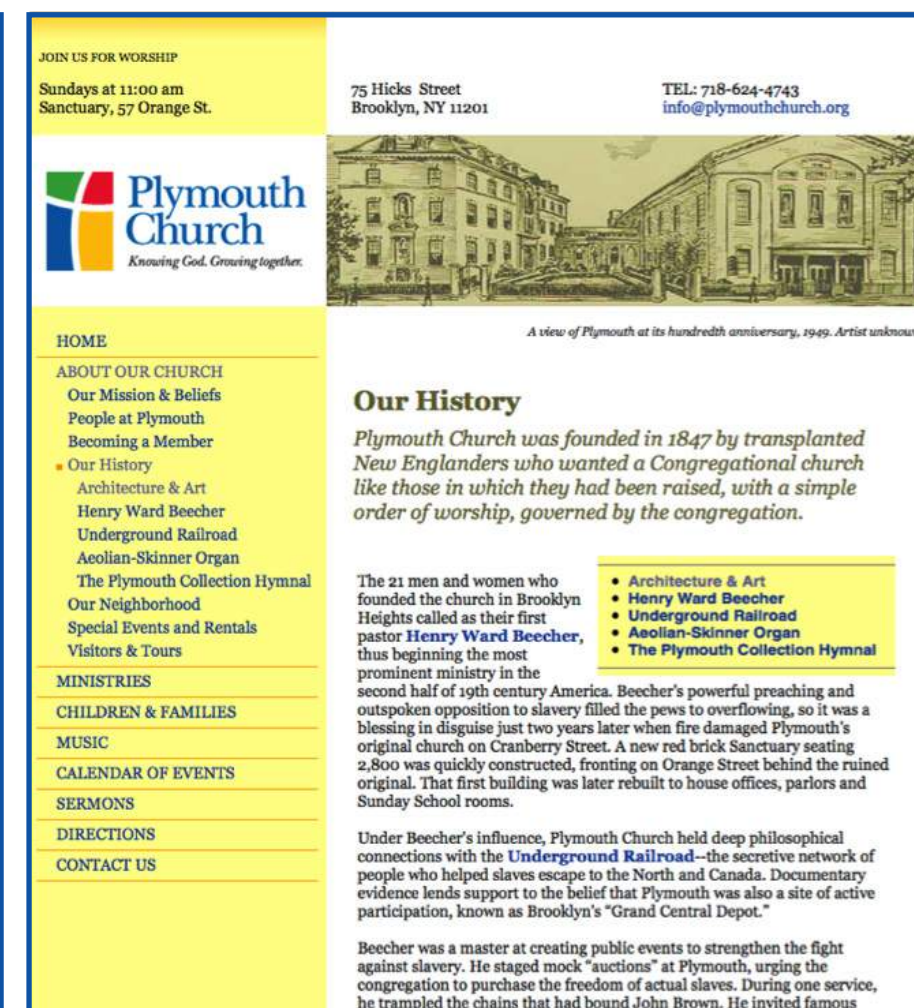
The screenshot shows the website for All Saints Parish, a Roman Catholic faith community in Midcoast Maine. The page is titled "St. Patrick Church History" and features a red brick church building. The text describes the church's history, starting with its founding in 1808 and its role in the immigration of Irish and Native American communities. A map of Ireland is also visible, highlighting the location of New Ross.

<http://www.allsaintsmaine.com/st-patrick-history/>



The screenshot shows the website for St. Paul's Episcopal Church in Fairfield, CT. The page is titled "History" and features a black and white photograph of the church's exterior. The text describes the church's founding in 1853 and its role in the community. A portrait of the Rev. C. S. Leffingwell is also visible.

<http://www.stpaulsfairfield.org/content.cfm?id=2019>



The screenshot shows the website for Plymouth Church in Brooklyn, NY. The page is titled "Our History" and features a black and white photograph of the church's exterior. The text describes the church's founding in 1847 by transplanted New Englanders. A list of bullet points highlights key figures and events, including Henry Ward Beecher and the Underground Railroad.

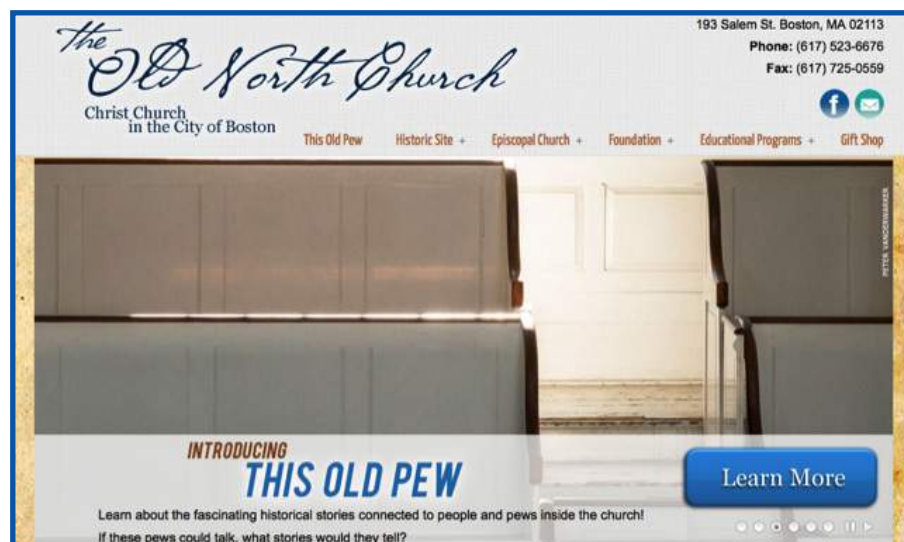
http://plymouthchurch.org/our_history.php

Research

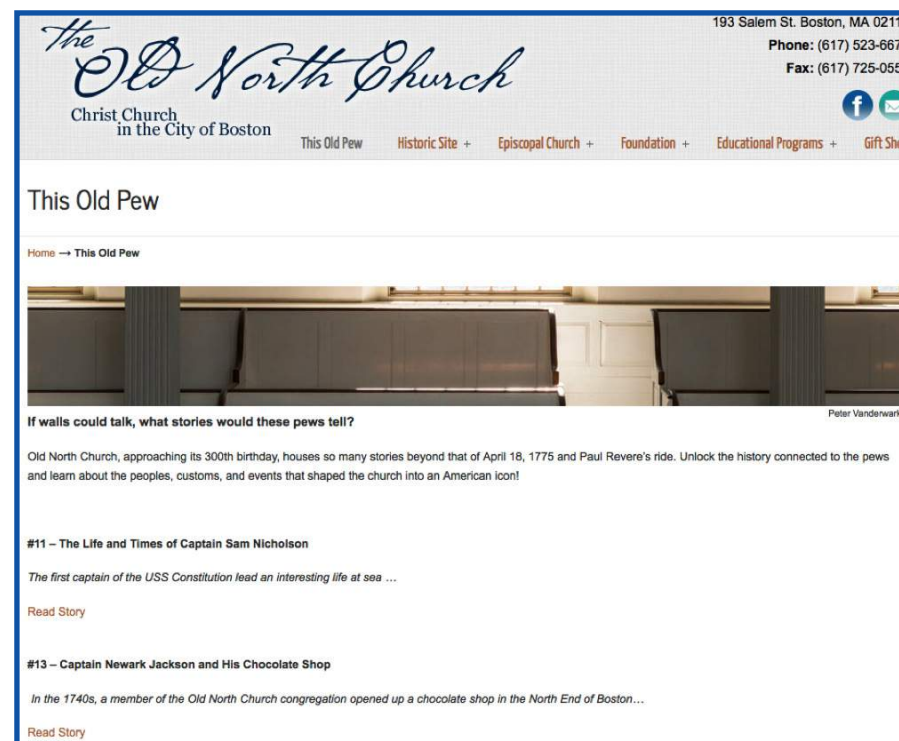
How Other Historical Churches Present Their History *Alternative Formats*

The Old North Church in Boston, however, appropriates the “This Old House” idea to good effect.

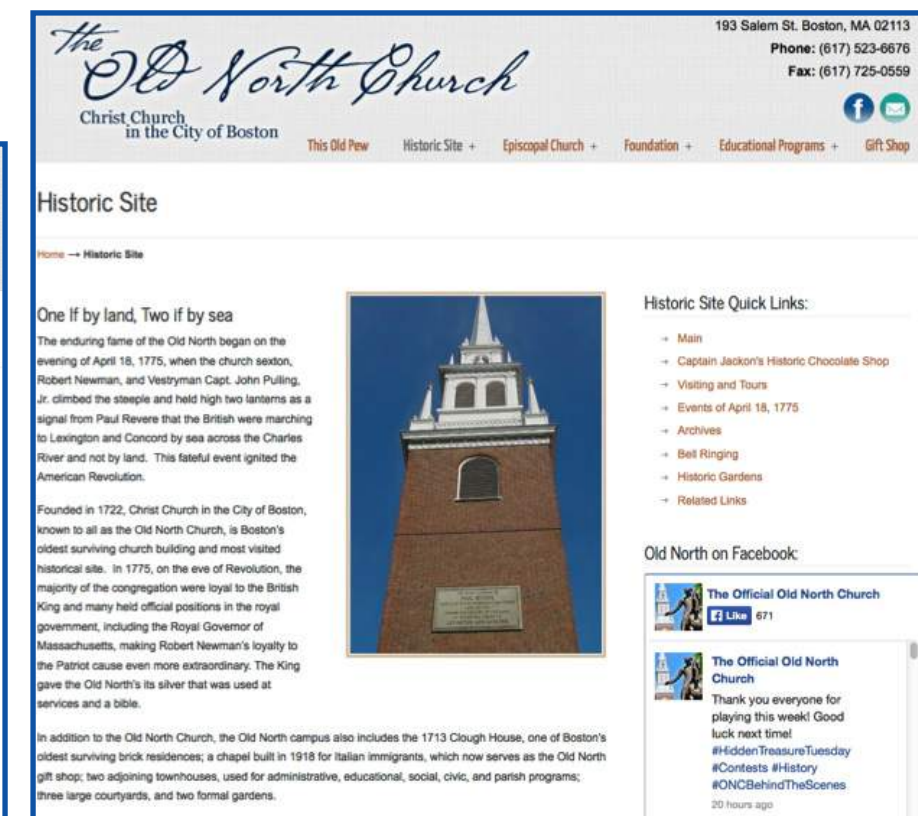
Clicking on the “Learn More” button brings one to the page on the right that lets a visitor select the stories he or she would like to read.



<http://oldnorth.com/>



The historical presentation also uses well known phrases to introduce topics (below) and takes advantage of likely visitor interest to solicit donations (bottom).



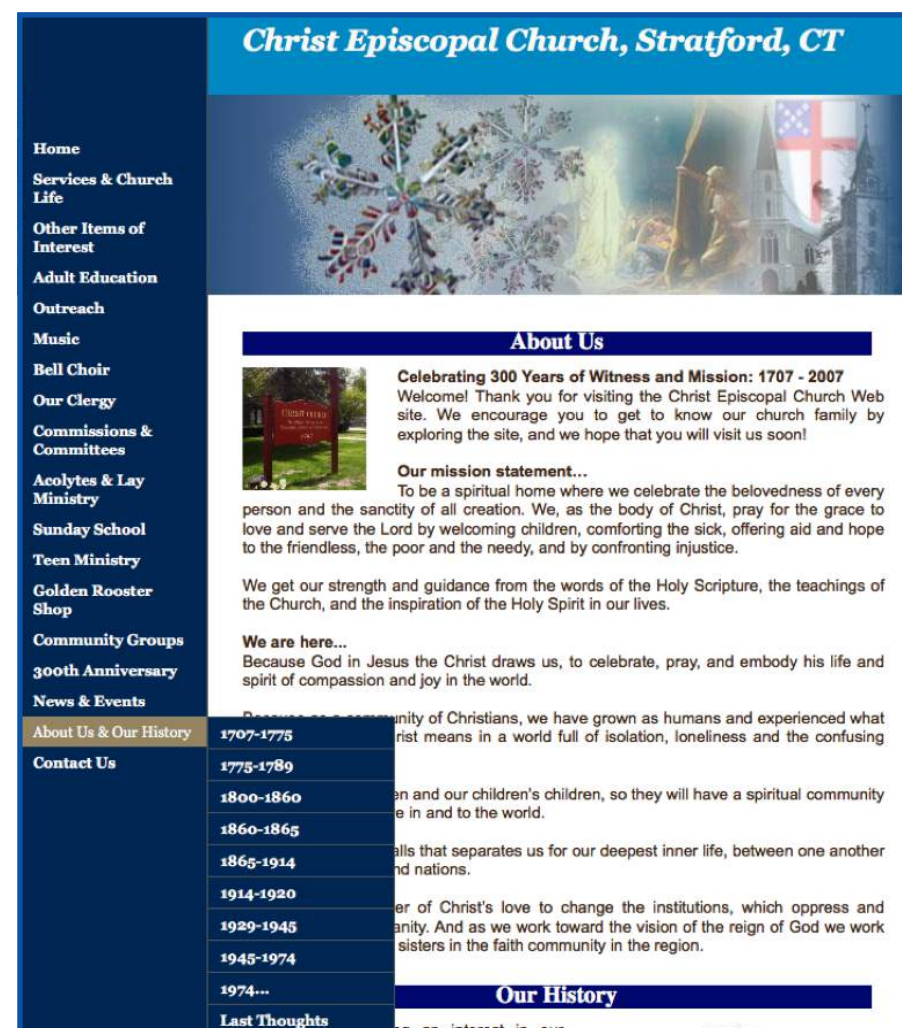
Research

How Other Historical Churches Present Their History *Alternative Formats*

Christ Episcopal Church in Stratford, CT, uses a drop-down menu to give the viewer options based on time periods in the church's history (right).

Clicking on one of the time period links brings visitors to the page (far right) that provides a shorter presentation of information.

Still, this site follows the similar format of lots of text and a few pictures. This style is not ideal for presenting web content, since people do not really read the web.



Christ Episcopal Church, Stratford, CT

About Us

Celebrating 300 Years of Witness and Mission: 1707 - 2007
Welcome! Thank you for visiting the Christ Episcopal Church Web site. We encourage you to get to know our church family by exploring the site, and we hope that you will visit us soon!

Our mission statement...
To be a spiritual home where we celebrate the belovedness of every person and the sanctity of all creation. We, as the body of Christ, pray for the grace to love and serve the Lord by welcoming children, comforting the sick, offering aid and hope to the friendless, the poor and the needy, and by confronting injustice.

We get our strength and guidance from the words of the Holy Scripture, the teachings of the Church, and the inspiration of the Holy Spirit in our lives.

We are here...
Because God in Jesus the Christ draws us, to celebrate, pray, and embody his life and spirit of compassion and joy in the world.

...community of Christians, we have grown as humans and experienced what Christ means in a world full of isolation, loneliness and the confusing

...and our children's children, so they will have a spiritual community in and to the world.

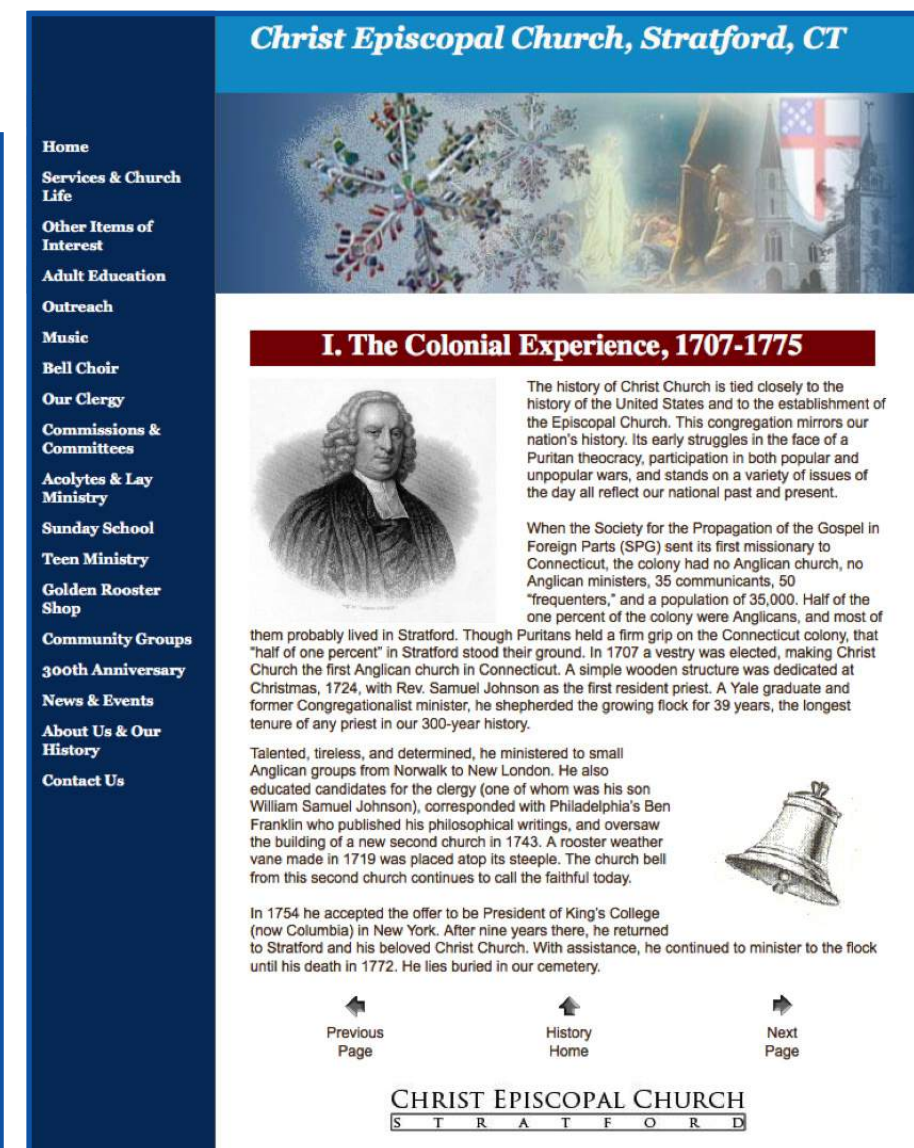
...alls that separates us for our deepest inner life, between one another and nations.

...er of Christ's love to change the institutions, which oppress and humanity. And as we work toward the vision of the reign of God we work sisters in the faith community in the region.

Our History

- 1707-1775
- 1775-1789
- 1800-1860
- 1860-1865
- 1865-1914
- 1914-1920
- 1929-1945
- 1945-1974
- 1974...
- Last Thoughts

<http://www.christchurchstratford.org/aboutusourhistory.html>



Christ Episcopal Church, Stratford, CT

I. The Colonial Experience, 1707-1775

The history of Christ Church is tied closely to the history of the United States and to the establishment of the Episcopal Church. This congregation mirrors our nation's history. Its early struggles in the face of a Puritan theocracy, participation in both popular and unpopular wars, and stands on a variety of issues of the day all reflect our national past and present.

When the Society for the Propagation of the Gospel in Foreign Parts (SPG) sent its first missionary to Connecticut, the colony had no Anglican church, no Anglican ministers, 35 communicants, 50 "frequenters," and a population of 35,000. Half of the one percent of the colony were Anglicans, and most of them probably lived in Stratford. Though Puritans held a firm grip on the Connecticut colony, that "half of one percent" in Stratford stood their ground. In 1707 a vestry was elected, making Christ Church the first Anglican church in Connecticut. A simple wooden structure was dedicated at Christmas, 1724, with Rev. Samuel Johnson as the first resident priest. A Yale graduate and former Congregationalist minister, he shepherded the growing flock for 39 years, the longest tenure of any priest in our 300-year history.

Talented, tireless, and determined, he ministered to small Anglican groups from Norwalk to New London. He also educated candidates for the clergy (one of whom was his son William Samuel Johnson), corresponded with Philadelphia's Ben Franklin who published his philosophical writings, and oversaw the building of a new second church in 1743. A rooster weather vane made in 1719 was placed atop its steeple. The church bell from this second church continues to call the faithful today.

In 1754 he accepted the offer to be President of King's College (now Columbia) in New York. After nine years there, he returned to Stratford and his beloved Christ Church. With assistance, he continued to minister to the flock until his death in 1772. He lies buried in our cemetery.

Navigation: Previous Page, History Home, Next Page

CHRIST EPISCOPAL CHURCH
S T R A T F O R D

Research

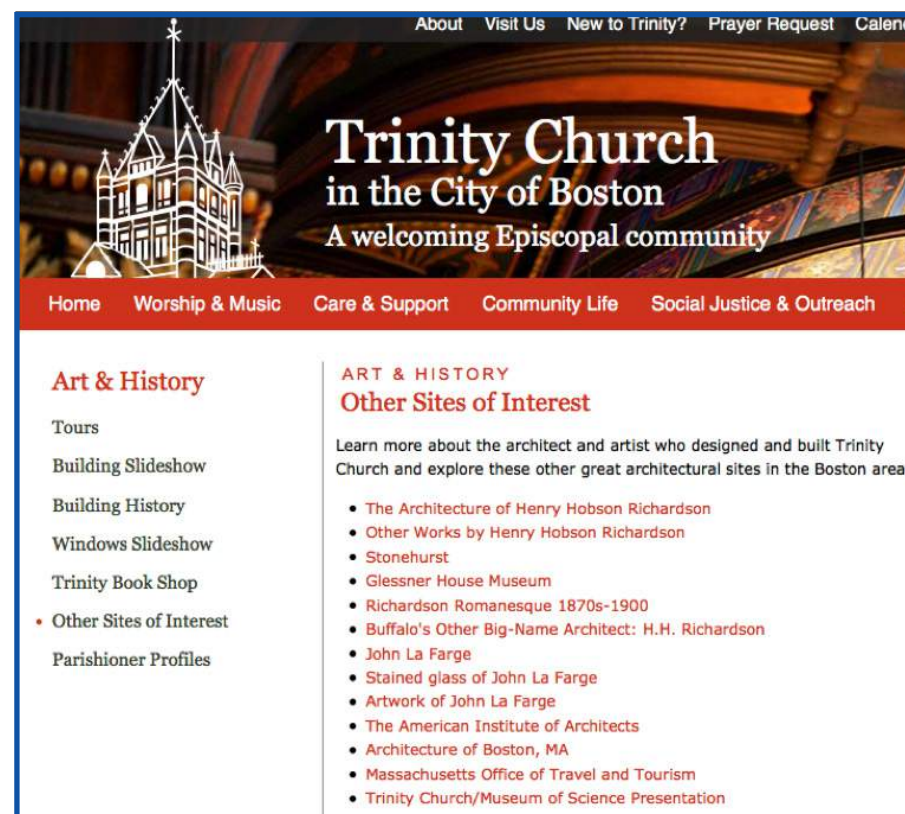
How Other Historical Churches Present Their History *Alternative Formats*

The Trinity Church in the City of Boston's website is also text heavy. We present this example because of the additional information this website offers: "Other Sites of Interest" and "Tours."

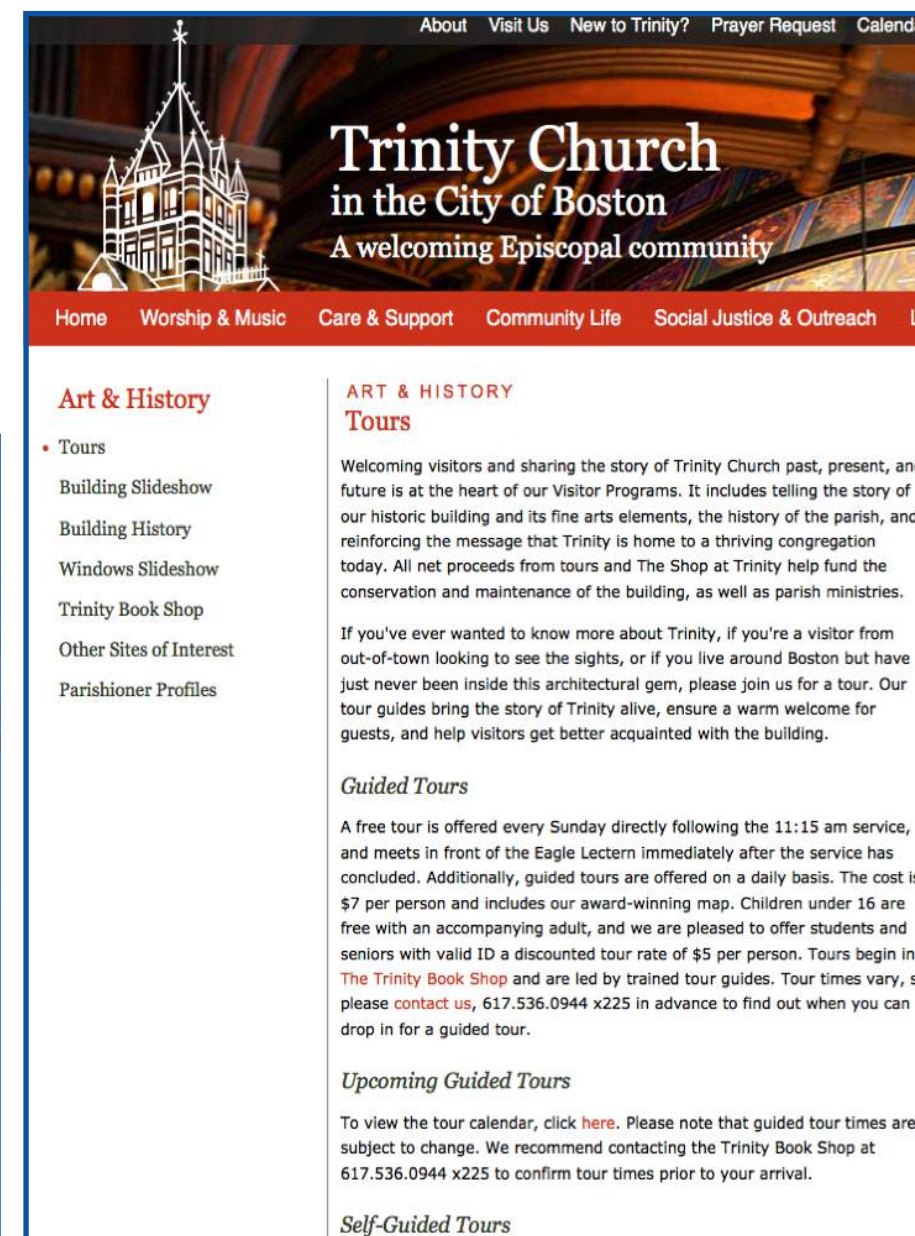
- The "Other Sites of Interest" page helps a potential visitor plan a trip to Boston, which may be just the push someone needs to visit the church.
- The "Tours" page provides even more information that would be helpful to the historical tourist.



<http://trinitychurchboston.org/art-history/building-history>



<http://trinitychurchboston.org/art-history/other-sites-of-interest>

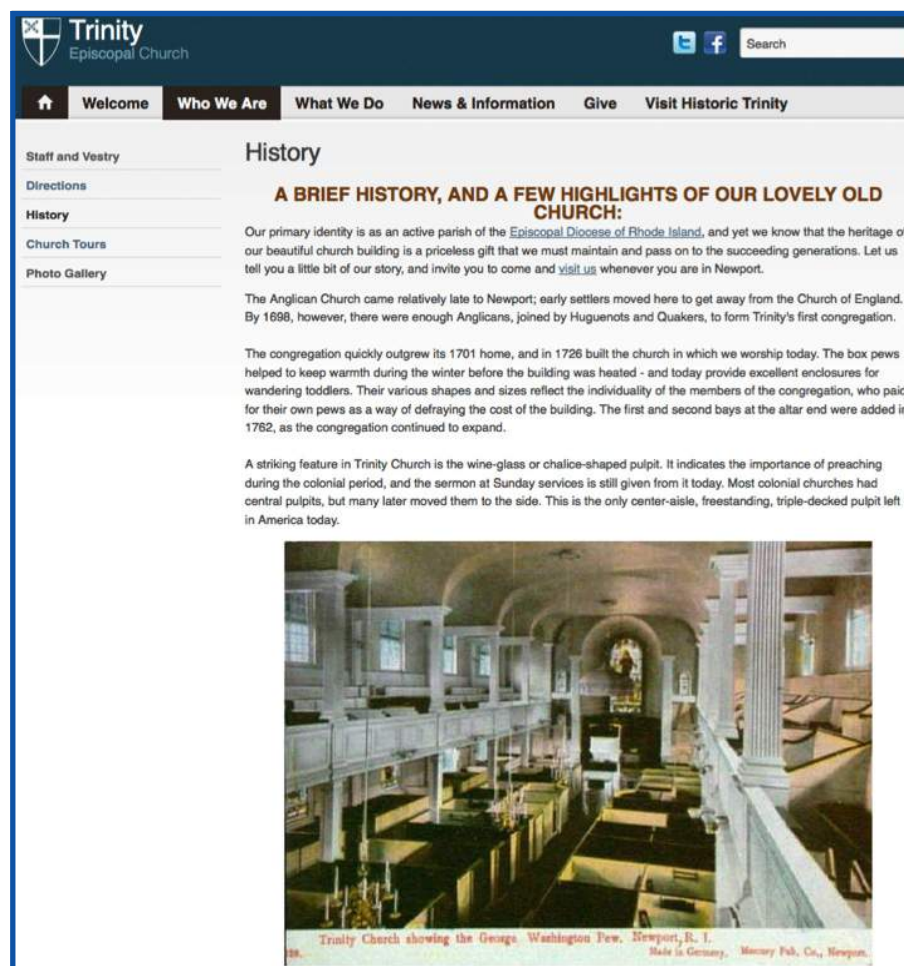


<http://trinitychurchboston.org/art-history/tours>

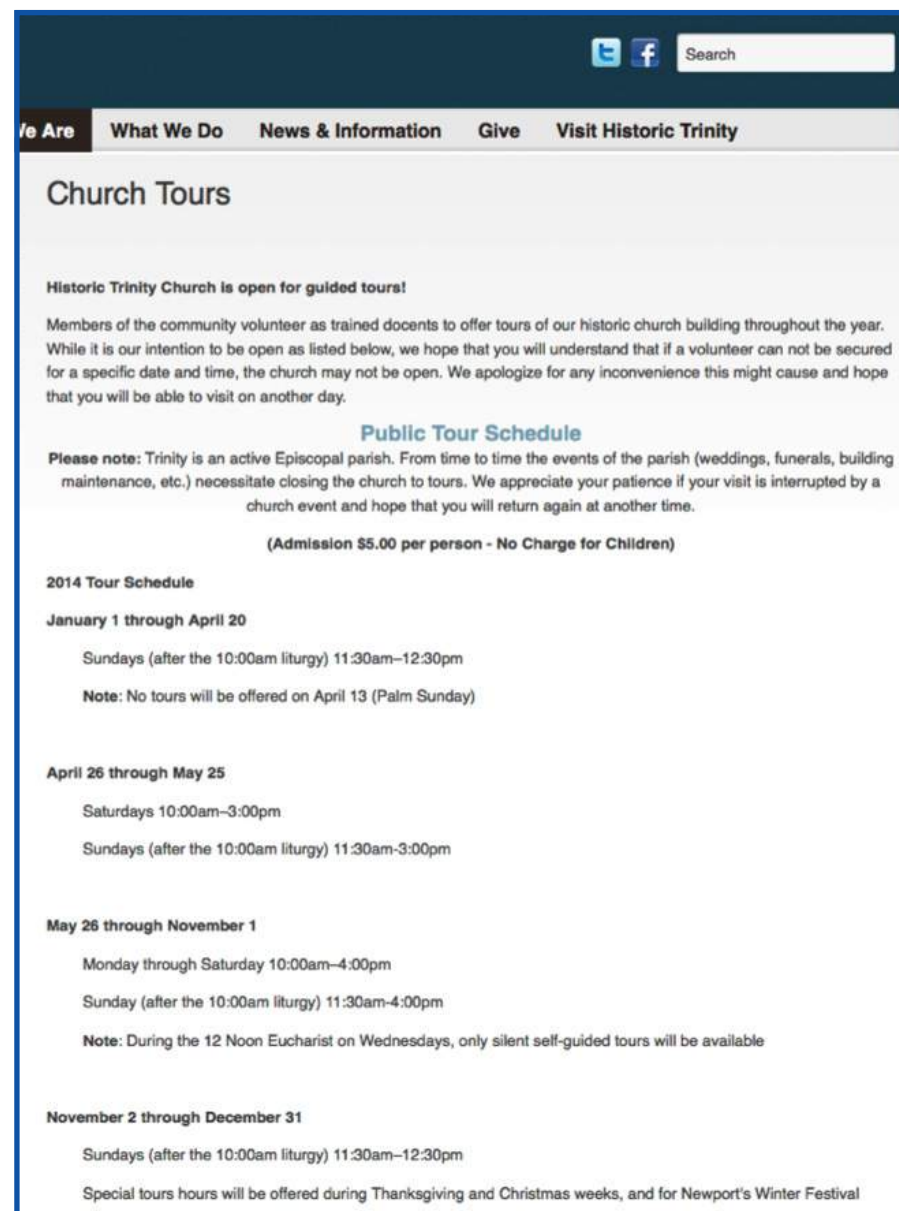
Research

How Other Historical Churches Present Their History *Alternative Formats*

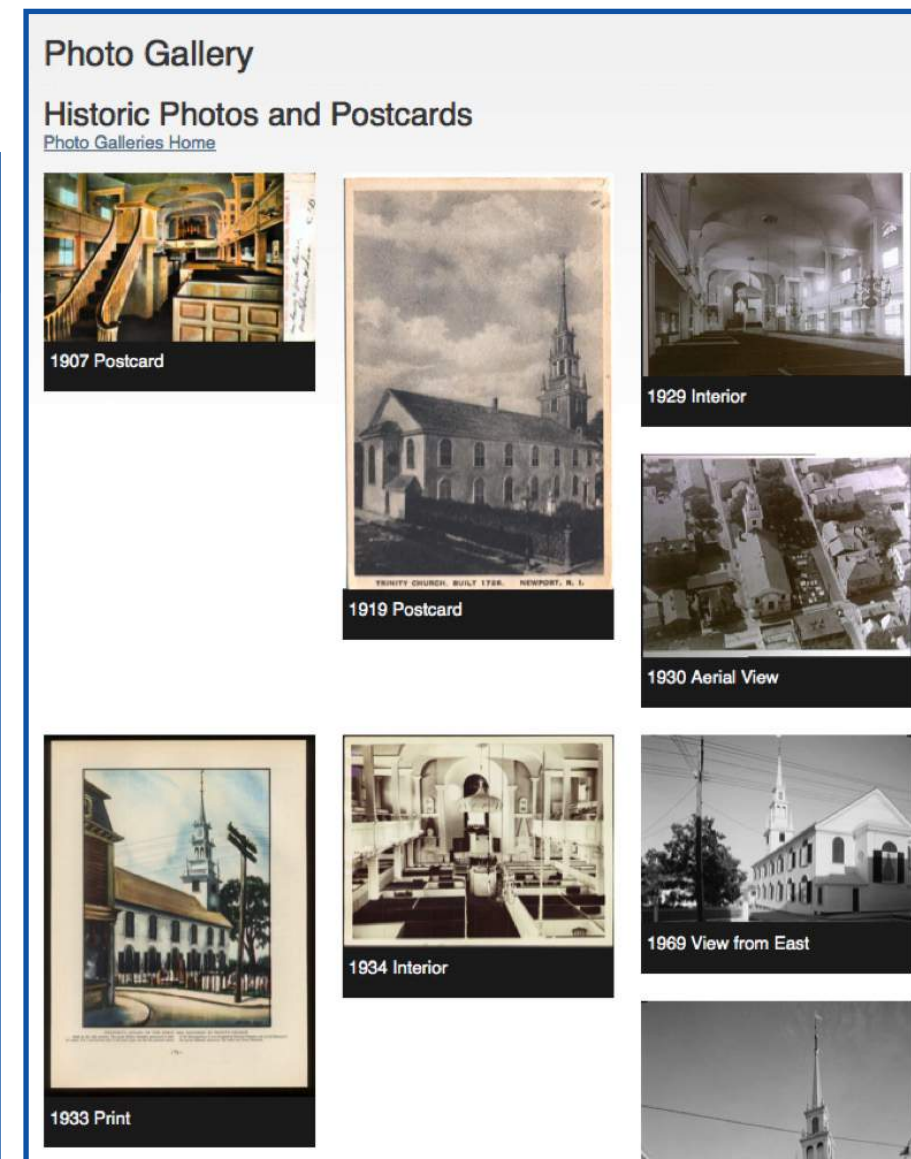
The Trinity Episcopal Church in Newport, RI, also uses the standard text and pictures presentation. The website, however, does address the needs of tourists by providing information about tours (right). The website also has an interesting photo gallery (far right), integrating historical post cards to engage visitors.



<http://www.trinitynewport.org/who-we-are/history/>



<http://www.trinitynewport.org/who-we-are/church-tours/>



<http://www.trinitynewport.org/who-we-are/photo-gallery/historic-photos-and-postcards/>

Promotion Implications

Based on research about historical/cultural tourists and an understanding of how other historical churches present their history, we developed the following guidelines for promoting The Baptist Church in Warren.

Message Distribution

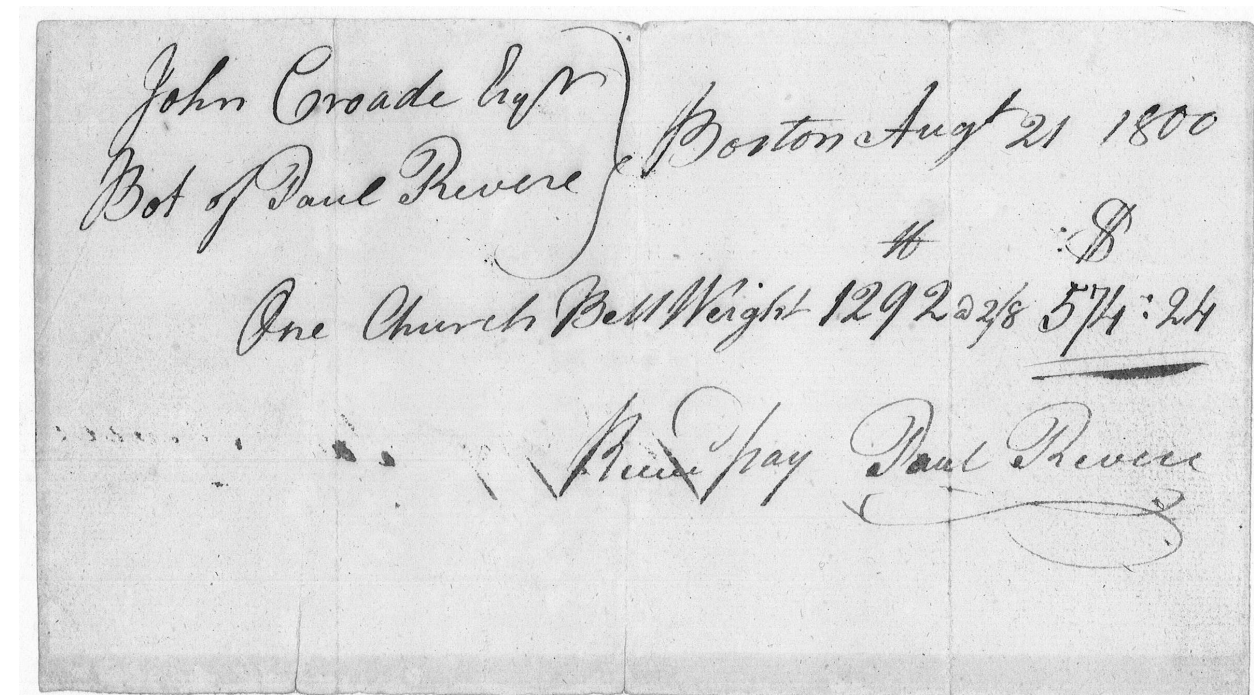
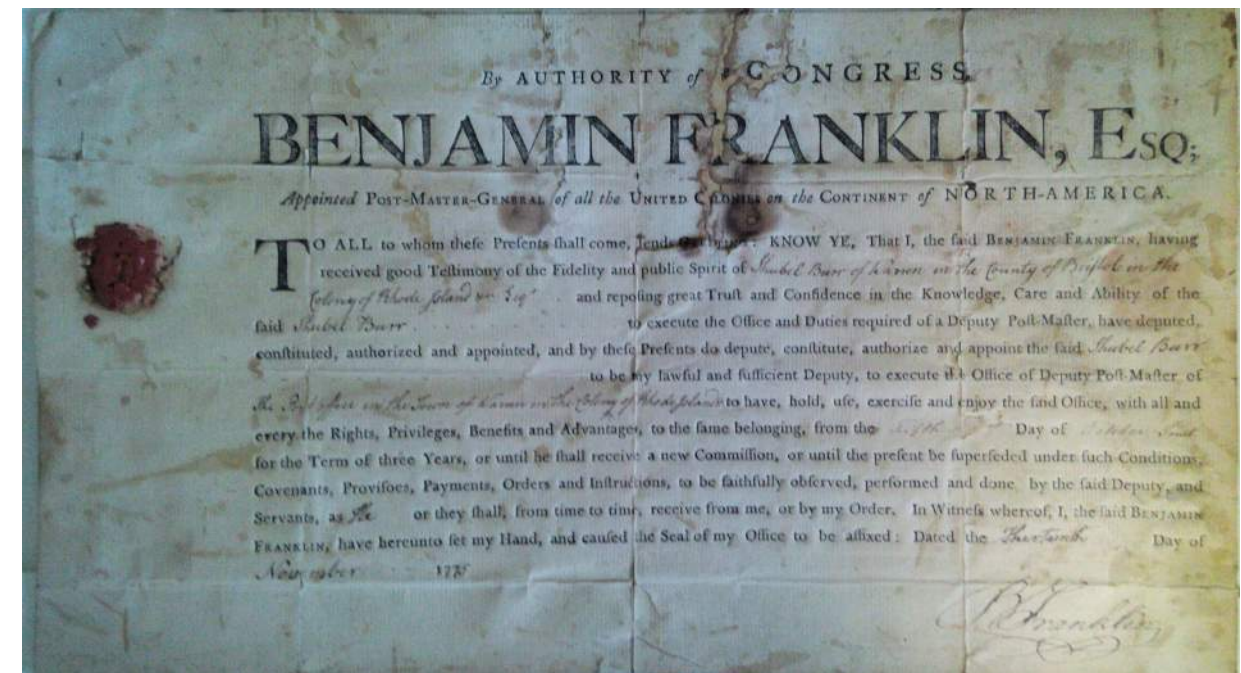
Information about the Church should be available in the media outlets that these tourists will be likely to visit.

- Historical/Cultural tourists are tech savvy, so social media and websites are good targets.
- Passionate and Well-Rounded Travelers plan vacations around historical sites, so messages need to be placed on travel planning sites.
- Self-Guided/Accidental Travelers don't plan trips around historical sites, so messages also need to employ local media outlets as well.

Message Content

Because historical/cultural tourists seek meaningful experiences that provide lasting memories, messages should emphasize the following.

- The connections between the Church and U.S. history.
- Personalize the connections, by focusing on the people who built the Church and the congregation.
- Tell the Church's story in a compelling, memorable manner.
- Focus on the age of the church and how it has retained its historical character.



Pinterest for The Baptist Church in Warren

Why Pinterest

- Popular social media site (42 million US users)
- Generates traffic to websites.
 - Average number of website visits generated from a Pinterest pin = 2
 - Average number of website pageviews from a pin = 6
- Pinterest is an “ideas and inspiration” site, good for communicating the Church’s story via images.
- Pinterest pins have staying power.
 - Facebook posts are readily accessible for a few hours
 - Tweets on Twitter for a few minutes
 - Pins are visited for up to 40 days after being pinned.
- Loyal female audience (80%)
 - Women tend to make the family’s vacation plans
 - Women often decide which church the family attends
- 70% of users report making a purchase decision based on seeing something on Pinterest
- Travel is one of the top 10 Pinterest categories

☀ Objectives

- Develop boards to attract different market segments
 - Historical tourists/historical churches
 - Vacation & travel
 - Weddings

☀ Process

- Researched Pinterest “best practices”
- Researched similar Pinterest boards
- Developed list of “common characteristics”

☀ Boards Created

- One public board
 - Rhode Island
- Three private boards
 - To allow the Church to review them before they “go live”



Pinterest

How Other Churches use Pinterest & Sample Boards

Forest Hill Church (Cleveland Heights, OH)

<http://pinterest.com/foresthilpcusa/>
 What's a Church to Do?
 Feed the Hungry, House the Homeless
 Seasons ~ Lent and Easter, Advent and Christmas
 Church Humor: Not an Oxymoron
 Awesome Presbyterian Stuff

Wheaton Bible Church (West Chicago, IL)

<http://pinterest.com/wheatonbible/>
 Sermon Series
 Pastor Rob Bugh's Reading List
 Dig Deeper into Global Missions
 Stories of Life Change
 Just for Fun!

Mars Hill (Seattle, WA)

<http://pinterest.com/marshall/>
 Life at Mars Hill
 Stories at Mars Hill
 Jesus
 Music
 Recommended Reading

Upper Dublin Lutheran Church (Ambler, PA)

<http://pinterest.com/prkanderson/>
 2 Minute Bible Studies
 Digital Ministry
 Book Recommendations
 The Digital Cathedral
 News Articles

Melrose UMC (Lottsburg, VA)

<http://www.pinterest.com/melroseumc/>
 The Bible
 Serving
 The Northern Neck—Our Home
 Ways to Make a Difference
 Music We Like
 Some Humor
 Famous (or Infamous?) Methodists

Dunwoody UMC (Atlanta, GA)

<http://www.pinterest.com/dunwoodyumc/>
 Scripture
 Our Worship Services
 Our Church Campus
 Easter at Dunwoody UMC
 Habitat for Humanity

United Universalist Congregation of Atlanta

<http://pinterest.com/uuca/>
 UUCA
 Reasons why UUCA
 Sermons from UUCA
 Unitarian Universalism
 Inspiration
 Hope; Gratitude; Forgiveness; Love
 Atlanta

Why ministers, and other, like Pinterest

“Twitter is a very fast moving and this-is-what’s-on-our-mind kind of thing. Pinterest is very visual. What you put out there kind of stays out there for a while,” – Jason McCranie, director of internet technology at Dunwoody UMC.

“People pin and share inspirational pictures and quotes on Pinterest, creating a great environment for digital ministers. Share your own nuggets of inspiration or those of others. Repin content that captures the spirit of your ministry setting,” – Keith Anderson, pastor, Upper Dublin Lutheran Church.

“Don’t try to control Pinterest yourself. Instead, find someone who is already using Pinterest and say, “Hey, why don’t you do what you are already doing with recipes and help us as a church share what we are doing with the community.” – Ryan Wakefield, ryanwakefield.com

“We just look for images that might move somebody. ... And we put it up there. If followers see something that moves them in a powerful way or a particular way, they can click on it and find out more,” – Rev. Janet Grissett, pastor, Melrose United Methodist Church

Pinterest Boards about Pinterest for Churches

Practical Church Resources

<http://www.pinterest.com/pcresources/>
 PCR, a consulting firm, maintains a Pinterest board with suggestions for how churches might use Pinterest and other social media.

Creative Church

<http://www.pinterest.com/creativechurch/>
 Creative resources for churches.

History Pinterest Board

Goals

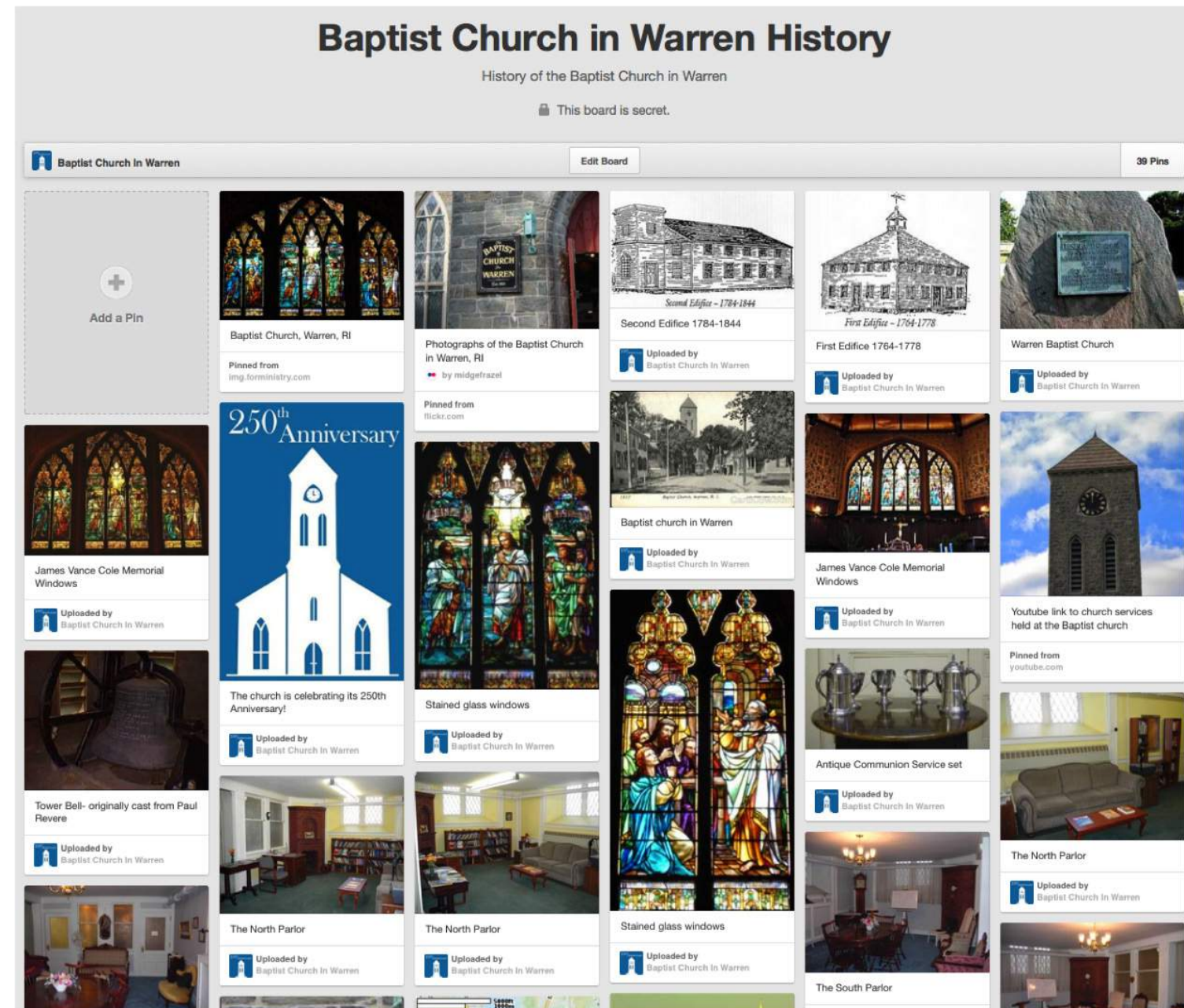
- Illustrate the Church's story
- Attract historical tourists by highlighting
 - Church history
 - Unique historical connections
 - Church architecture

Target Audiences

- Historical Tourists
- Decision-makers - often female
- Families with children
- Retired individuals

Most Attractive Features for the Audiences

- Connection to US History
 - Stained glass windows
 - Bell originally cast by Paul Revere
 - Historical documents



Vacation & Travel Pinterest Board

Become the #1 advocate for living in your town — *the church should become the advocate for living where you are. Become the tour guide, the local expert, the concierge that shows up all the nook and cranny goodness of the city and surrounding towns you live in.*

(<http://www.godvertiser.com/complete-list-of-churches-on-pinterest/>)

Goal

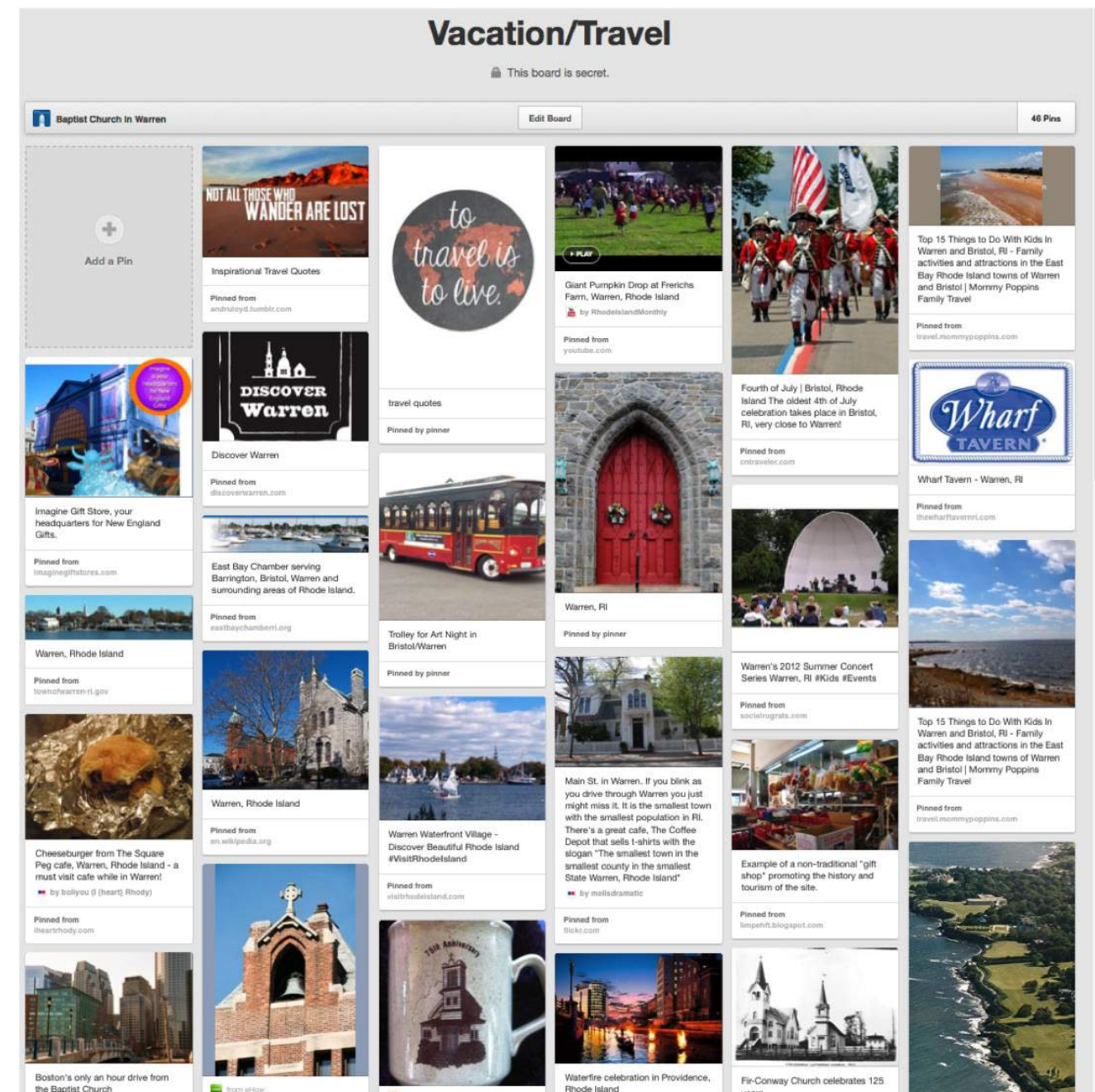
- Attract historical tourists by highlighting
 - Proximity to other historical landmarks
 - Proximity to desirable vacation destinations

Target Audiences

- Younger Historical Tourists
- Decision-makers often female
- Families with young children

Most Attractive Features for the Audiences

- Connection to US History
- Location near other historical sites
- Proximity to desired vacation spots
- 250th Anniversary concerts



Wedding Pinterest Board

It's incredible how Pinterest has taken the wedding industry by storm... It has been such an incredible tool for our business and has helped so many brides find our work. It can be a great place for brides to gather wedding ideas, color schemes, flowers they love, etc.

<http://www.jasminestartblog.com/index.cfm?postID=1702&>

Goals

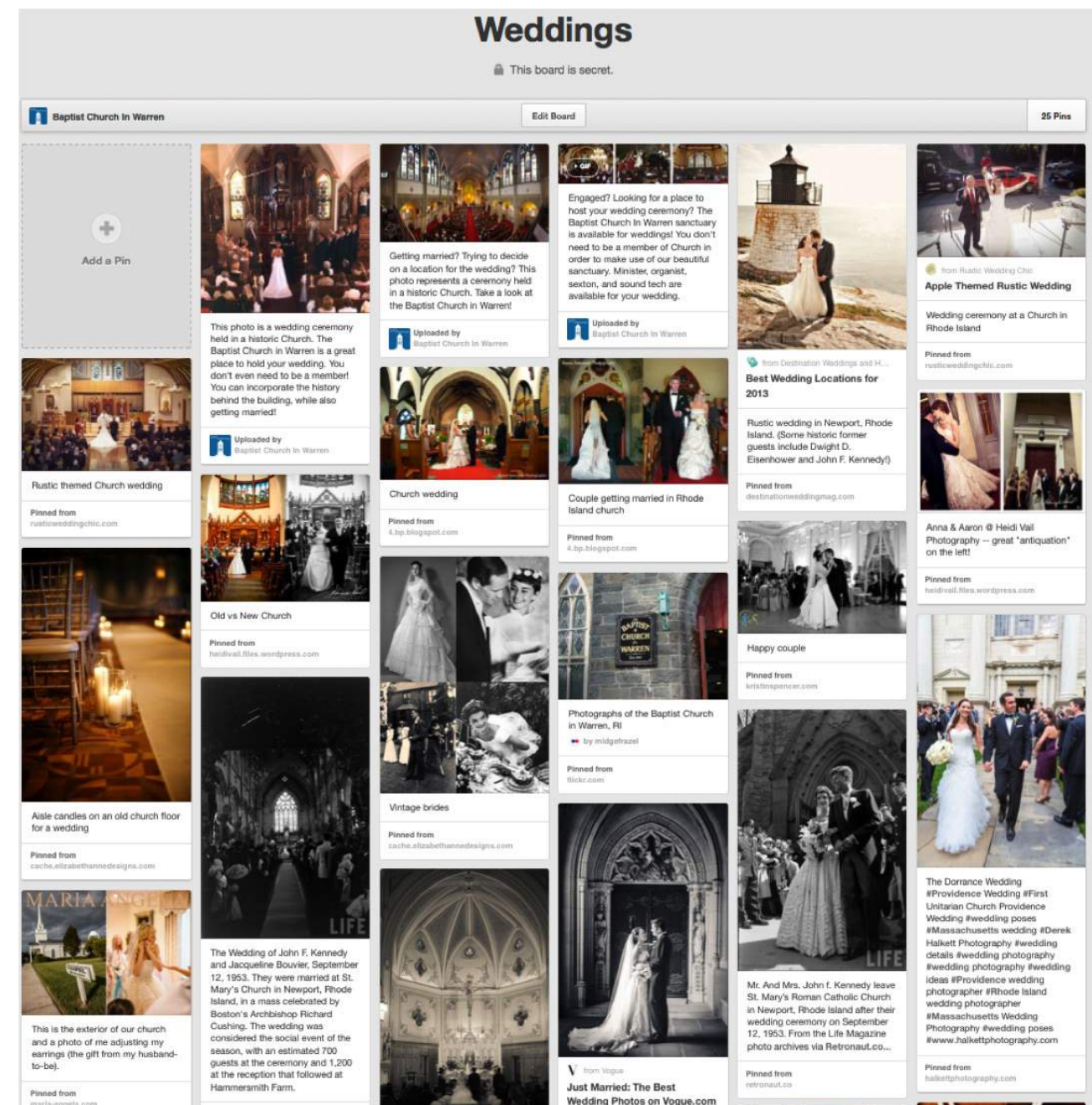
- Attract individuals involved in wedding planning and looking for wedding venues and ideas
- Make the Church part of the couple's story

Target Audiences

- Couples - primarily women
- Wedding planners

Most Attractive Features for the Audiences

- Cathedral-style sanctuary
- Open to all; not just Baptists
- Proximity to Newport, RI
- Ties to US history



Rhode Island Pinterest Board

Goals

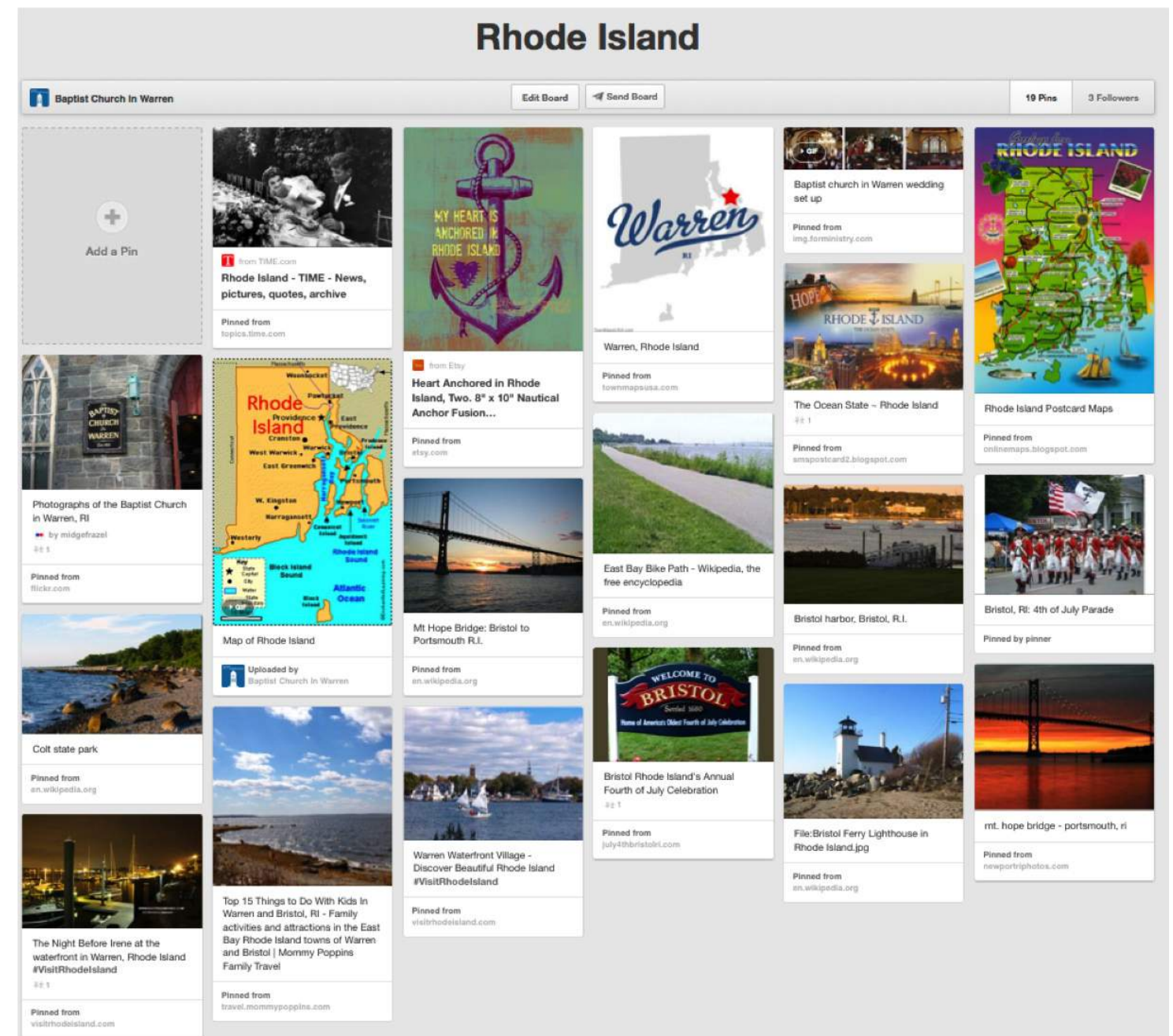
Attract individuals who would then become followers of the other three boards
 Make the Church part of Rhode Island's story

Target Audiences

- Historical Tourists
- General Tourists

Most Attractive Features for the Audiences

- Ties to US history
- Unique features
- Proximity to other historical sites
- Proximity to desirable vacation spots



Pinterest Best Practices

Use images that evoke emotion

- Happiness (associated with visiting a site)
- Interest (in visiting a site)
- Desire (to visit a site)

Use scenic images

- To entice people to consider visiting
- To help people envision themselves in the setting

Judicious use of black-and-white or sepia-toned images

- To suggest history
- To evoke nostalgia

Employ quotes (sparingly)

- To prompt people to consider visiting/traveling

Pin travel tips as well as photos and quotes

- To help people make the most of their vacations

Best Practices for The Baptist Church in Warren

- Showcase what visitors will actually see
- Highlight signage that connects the Church to history
- Choose inspirational/aspirational images
- Suggest ideas for visits that would include the Church
 - Include near-by historical sites
 - Include near-by vacation sites
 - Include famous events at near-by locations



Guide to Using Pinterest

Transfer the Pinterest Account to You

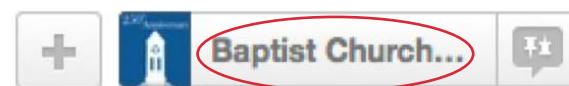
Log In to the existing account

1. Point your browser to <http://www.pinterest.com/BCinW>
2. Click on the “Log In” button in the upper right
 Email (for now): abarcelona547@g.rwu.edu
 Password (for now): [rwuhawks](#)

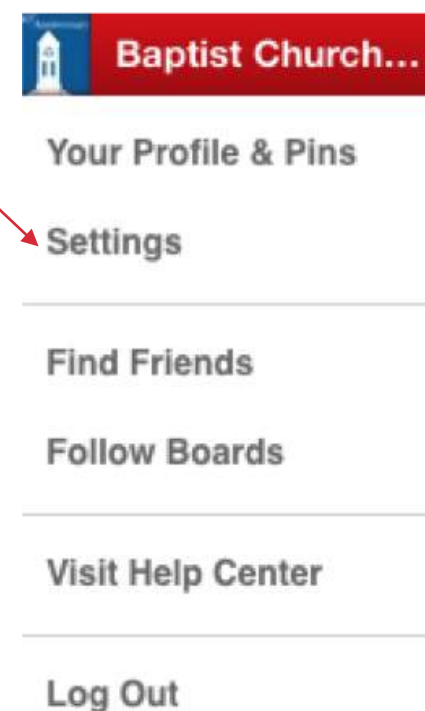


Edit the account settings to make the account yours

1. Click on the “Baptist Church in Warren” (the account name) in the top right corner.
 That invokes a drop-down menu.



2. Select the “Settings” option.



3. When the “Account Settings” window opens, change the Email Address and password.
 Write them down!
 You’ll probably want to keep the “Search Privacy” setting to “Yes” so that search engines do not show the Pinterest profile in search results.
4. Right now **Email Notifications** are “Off,” but you can turn them on if you wish to be notified when someone repins one of your pins.
5. Scroll down to the bottom and click, “Save Settings.”

Account Settings

Basic Info

Email Address	<input type="text" value="abarcelona547@g.rwu.edu"/>
Password	Change your password...
Profile	Edit Profile Update your name, your picture, where you're from and other info about you.
Language	<input type="text" value="English (US)"/>
Country	<input type="text" value="United States"/>
Gender	<input type="radio"/> Male <input checked="" type="radio"/> Female <input type="radio"/> Unspecified
Search Privacy	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Keep search engines (ex: Google) from showing your Pinterest profile in search results. Learn more

Email Notifications

Get email notifications	<input type="checkbox"/> No
-------------------------	-----------------------------

Guide to Using Pinterest

Transfer the Pinterest Account to You

Edit the Pinterest Profile

Locate the boxed area in the middle-top of the page. Look for a small pencil icon in the bottom right hand corner. Click on it.



A new window will open: "Edit Profile." Here you can edit the information that visitors to your Pinterest boards will see about you.

The account **Name** is currently 'Baptist Church in Warren'

The profile **Picture** is the 250th Anniversary logo

The **Username** is how people can find your profile by typing the URL --- the current link is www.pinterest.com/BCinW


In the **About You** section you can write a brief description of the church and add any fast facts like hours, address, phone number, etc. We have already included this information, but you may want to change it.

Website. We have already included The Baptist Church in Warren's URL in this box

Click "Save Profile."

You will see the changes reflected in the original centered box.

Edit Profile ✕

Name	Baptist Church In Warren
Picture	 Change Picture
Username	www.pinterest.com/ BCinW
About You	Baptist Church in Warren Main building: 407 Main St. Warren, RI 02885
Location	Warren, Rhode Island
Website	http://www.baptistchurchinwarren.com/ Verify Website

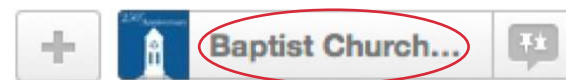
Visit [Account Settings](#) to change your password, email address, and Facebook and Twitter settings.

Cancel
Save Profile

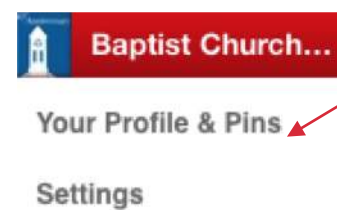
Guide to Using Pinterest

Pinterest Analytics

Once again, click on the account name in the upper right corner.



When the drop-down menu appears, click on "Your Profile & Pins."

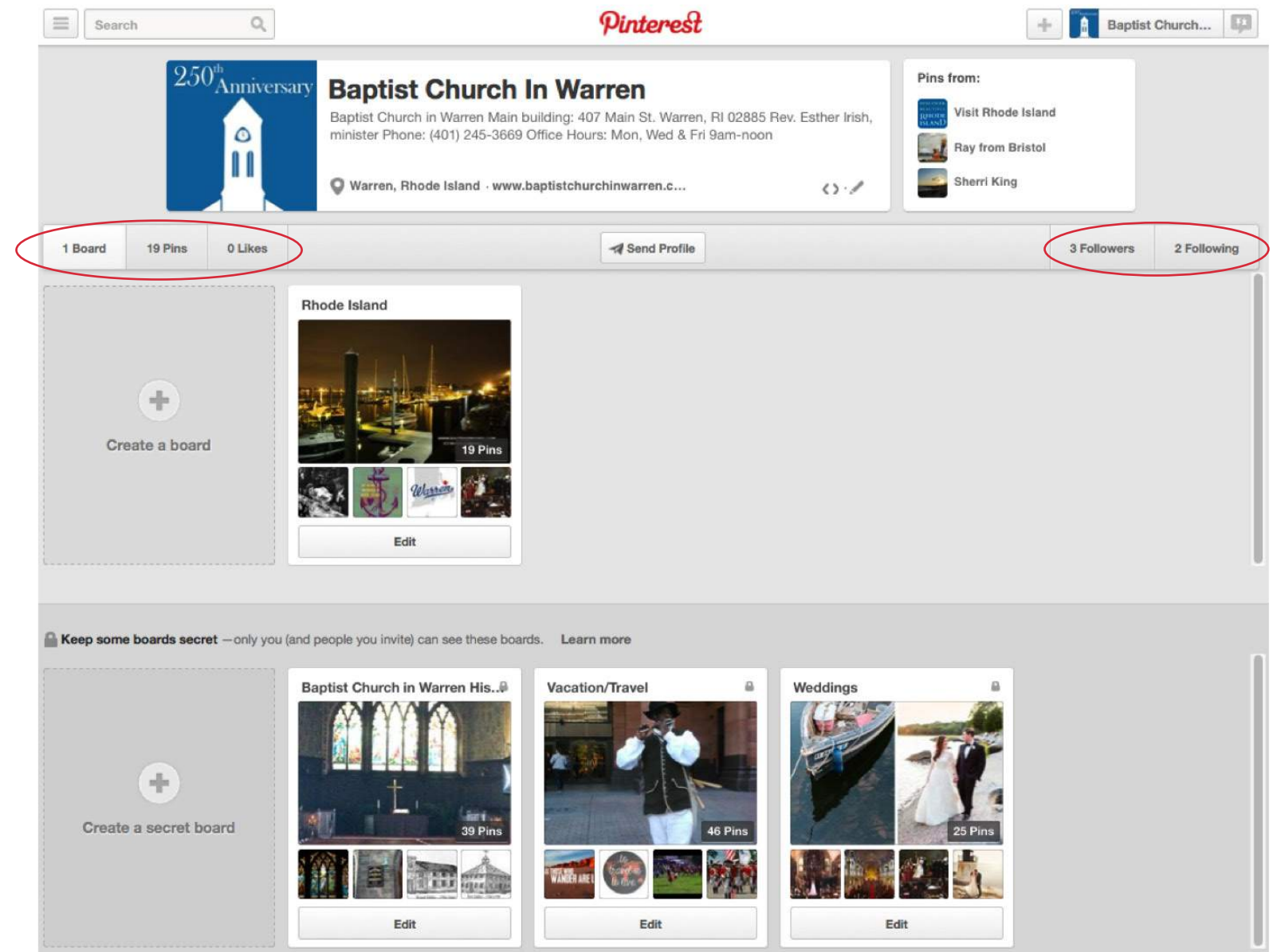


The window below will appear.

You'll see some information about your boards.

So far, The Baptist Church in Warren has

- 1 Public Board
- 19 Pins on that board
- 0 Likes (you have not "liked" any pins on another's board)
- 3 Followers
- 2 boards you are following



Guide to Using Pinterest

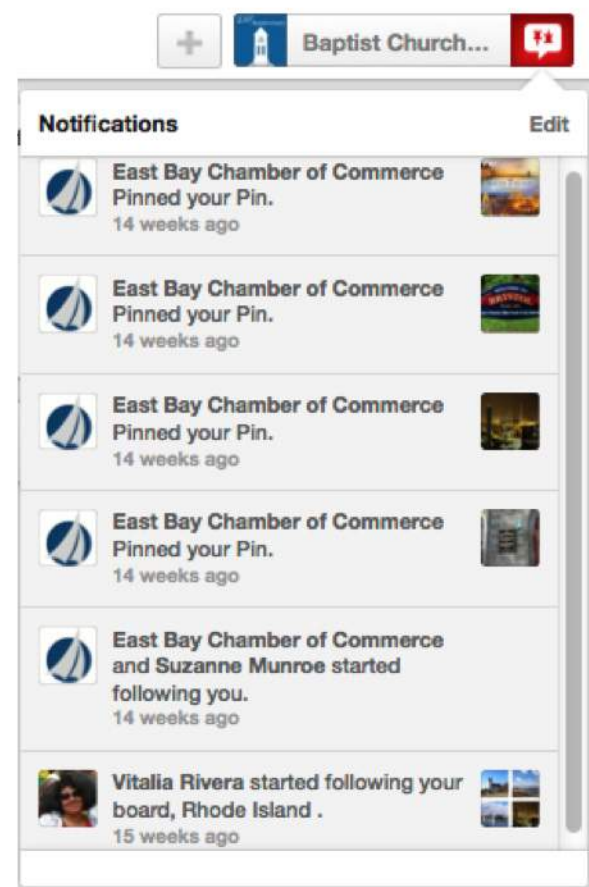
Pinterest Analytics: Notifications

This time, click the Quote icon to the right of the account name.



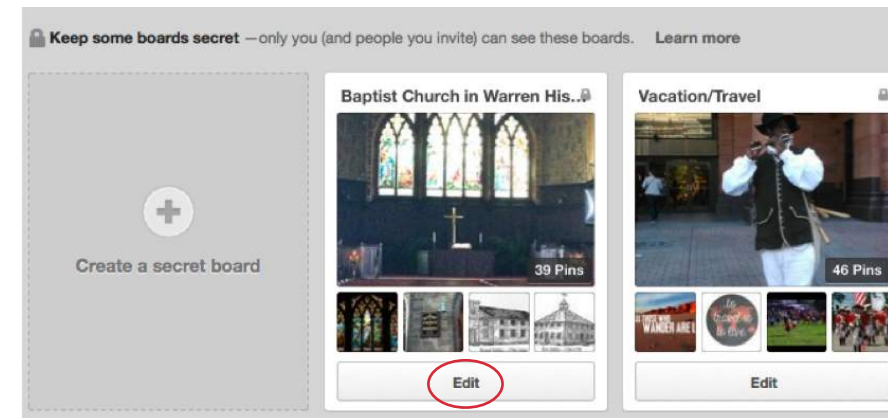
Now you'll see who has pinned your pins (usually indicating that the person or organization liked what you pinned enough to pin the image to their own board).

You'll also learn who is following your boards and for how long.

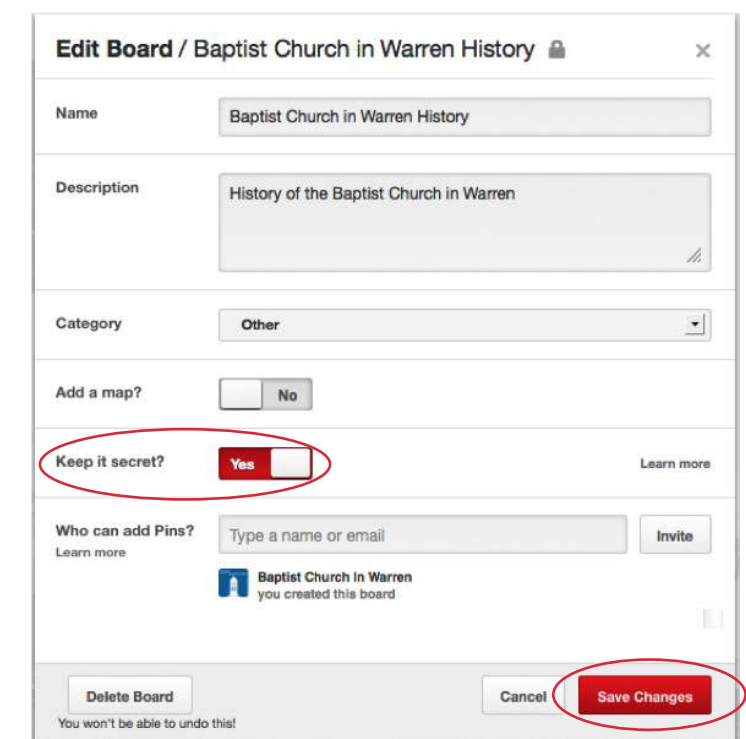


Making the *Private* Boards *Public*

From the "Profile & Pins" page, click on the "Edit" link below one of the private boards.



Next you'll see an "Edit Board" window. One option is the "Keep it secret?" selection. Simply click the "Yes" to toggle the selection to "No." Then click, "Save Changes."



Guide to Using Pinterest

Pinterest Newsfeed

Clicking on the “Pinterest” name at the top of the screen brings up a window that shows all your pins, plus the pins of the boards you are following, as well as “related pins” that Pinterest thinks might be of interest to you.

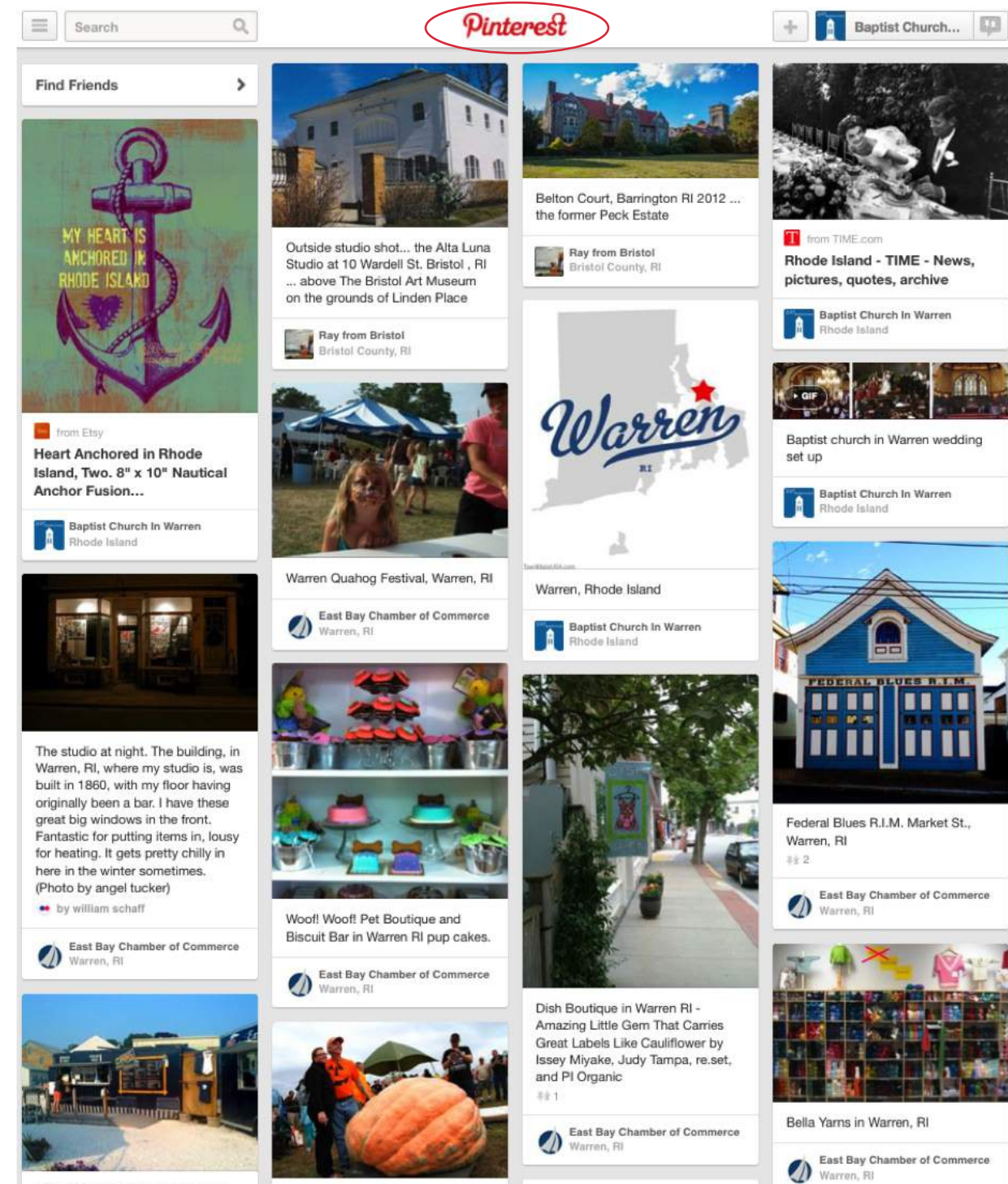
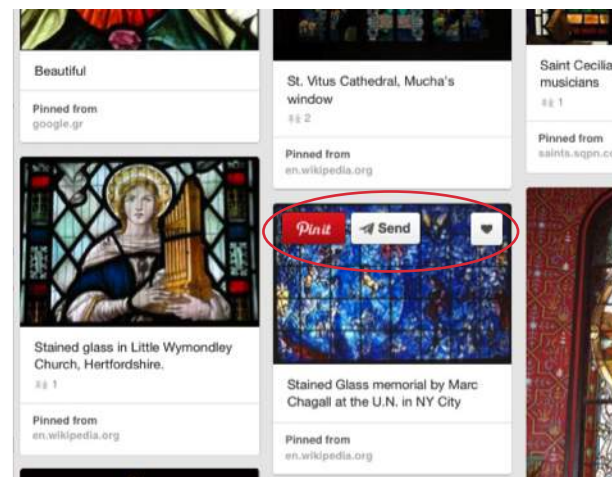
The Newsfeed is helpful in two ways.

- You will learn what’s on the minds of the people and organizations you are following. For example, whether other organizations in the area are pinning anything about the 250th celebration events.
- You will find items you might like to include on your boards.

If you do, hover your mouse over the picture. You’ll see three icons: “Pin it,” “Send,” and a heart (“Like”). Click on the “Pin it” icon.

Next a new small window will appear that will let you choose which of your boards the image should be pinned to.

Note: Once you have made your boards “public,” the items you pin to them will also show up on the Pinterest feeds of your followers

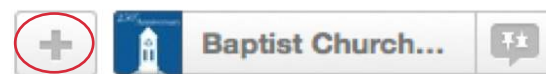


Guide to Using Pinterest

Uploading Images (Pins)

From your computer

Click the plus sign to the left of your account name.

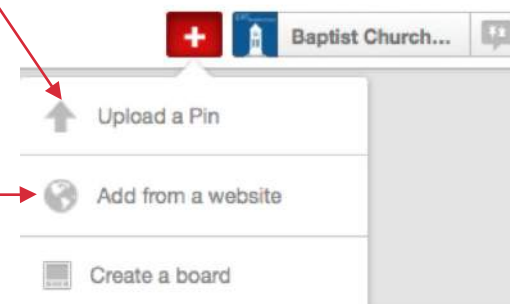


From the ensuing drop-down menu, select “Upload a Pin.”

That will bring up a dialog box that will let you search your computer and identify the image you want to upload.

From a website

If you want to pin a picture from a website (and there is no “Pin It” button associated with the picture), select the “Add from a website” option.



- That will bring up a dialog box that will let you type in the URL for the website. It is best to copy the URL of the website before returning to the Pinterest page, then use paste to enter the URL
- Click, “Next,” and you’ll be taken to a page with pictures from the chosen website.
- Hover over the picture you want to include on your board. You’ll see a “Pin It” icon; click on it.
- Then you’ll see the familiar dialog box that allows you to select the board you want to pin the picture to as well as a text box for including a description of your choosing.
- Click, “Pin It,” and the image will appear on the selected board.

How Often to Pin

Schedule Is More Important than Frequency

- “Best practice” is to have a regular schedule for pinning, so that followers know when to check back for something new.
- During the 250th Anniversary celebration, you might pin once a week. At other times, every other week might be enough.
- Of course, when something interesting happens, go ahead and record it on one of the Church’s boards.
- Remember that what you pin shows up on the newsfeed of your followers. So if you want to remind people about upcoming events, you need to pin the appropriate images in a timely manner.

Keep in Mind

People Use Pinterest to

- Learn something new.
- Get ideas for daily life, for travel
- Get inspired

Pin images that inspire, remind, and delight your audiences!

Suggestions for the Future

Pinterest is visual

Pins should be interesting visually. This doesn't mean they have to be images; text works, too. But the design of the text matters.

“Curate and share things you love” (Pinterest)

Taken literally, this Pinterest mantra would seem to make the medium a perfect match for a church, especially one like The Baptist Church in Warren with its dual foci of religion and history. We have just focused on the history aspect, but the religious mission would lend itself to other boards.

Outreach: “Causes We Care About”

Music

Sermons (include photos/images relating to each week's sermon as well as links to the videos on YouTube)

Our members (images of church members interacting with each other and with the community)

Parenting and family

What we believe

Lion's Den

A board could also combine history and religion by curating material relating to the history of the Baptist Church in America.

“Avoid Self Promotion” (Pinterest)

People tend to avoid anything that seems like spam. So while boards can promote what's happening at the Church, pins should be in the spirit of sharing and creating links between people. “Connect; don't just promote.” Connect Pinterest visitors to the Church's story.

Balance the content

At its heart, Pinterest is a low-involvement medium. People come to Pinterest to look, scan images, and quickly see if something interests them.

Pins that represent links to videos of sermons (and several churches have boards that do), should be balanced with pins that require less time commitment: inspirational photos, pithy sayings, quick thoughts, pictures of people and events.

Provide conversation starters

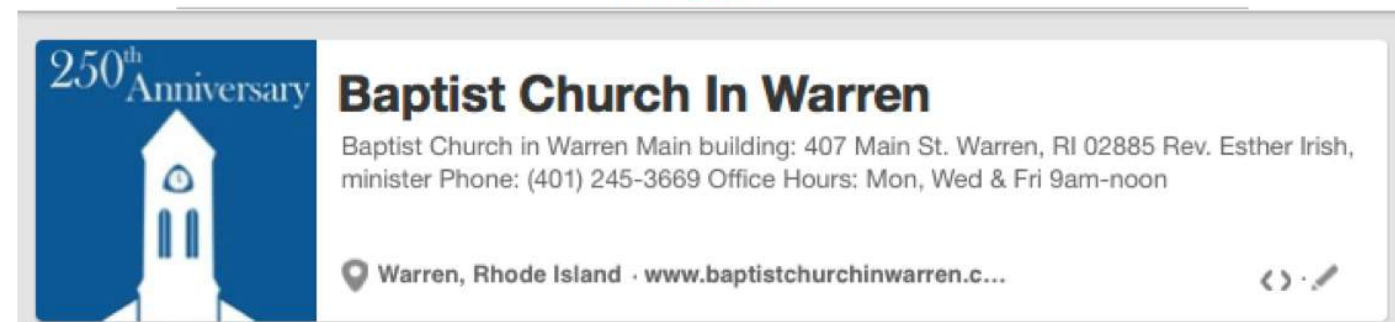
Visitors to your boards can comment on the images, sayings, and videos that you pin there. (They do that by clicking on the image, which brings up a new window that allows for comments.) So consider posting images that could spark comments, thereby making your boards more engaging.

Involve the congregation

As noted earlier, while it might be tempting for the pastor or governing board members to control the boards, that may not be a practical approach. Instead, consider delegating the responsibility for some of the boards to different members of the congregation who have an interest in a particular subject.

Additionally, it is easier and faster to add (or delete) pins from a Pinterest board than to add content to a website. Thus the time commitment is much less.

An example: Rethink Church, a United Methodist Church initiative, has a Pinterest board that holds pictures, artwork, and sayings submitted by people from around the world. Rethink Church holds contests connected to the liturgical calendar. The organization posts a list of words connected with, say, Advent or Lent, and asks people to post their own pictures connected with the words to Instagram and Twitter. Rethink Church then pins some of the images to the Pinterest board.

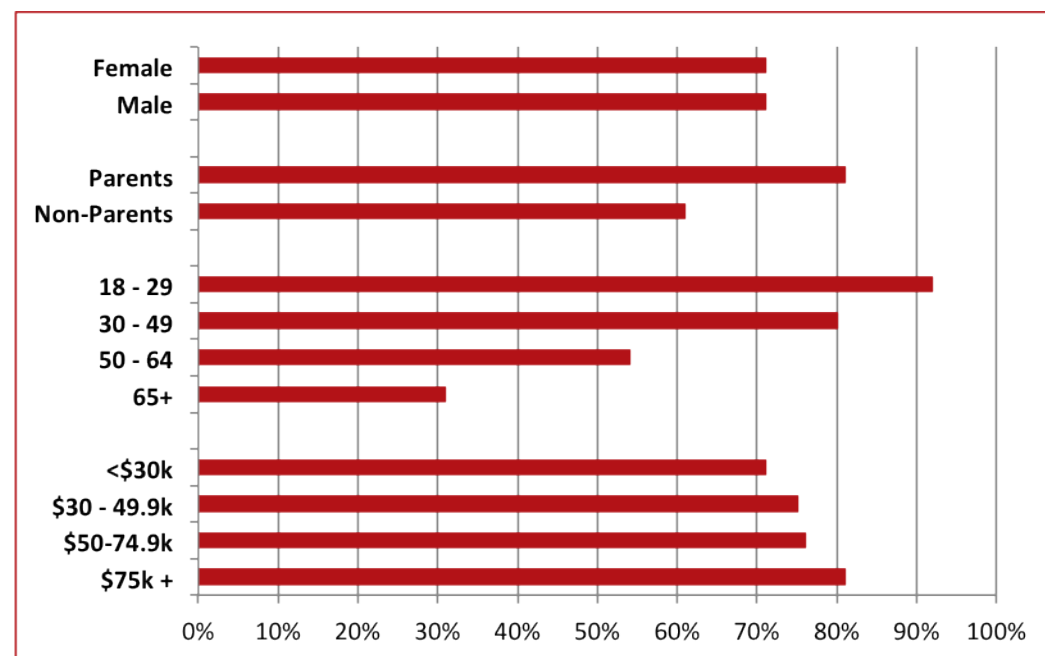



YouTube Storyboards for The Baptist Church in Warren

Why YouTube

- Complements the Church's existing YouTube channel
- After Google and Facebook, YouTube is the most visited social media site
- Reaches across all age groups and skews higher in higher income groups (also historical tourists)
- Video is an excellent storytelling medium
- Takes advantage of YouTube's sidebar for suggested videos

Who Visits YouTube?



Pew Research Internet Project, July 26, 2011

Objectives

Develop short videos to tell the Church's history in interesting and engaging ways

Develop videos of interest to historical tourists, architects, and history buffs.

Process

Researched YouTube videos from other historical churches

Videos/Storyboards Created

One example video presents the church and its history.

A video template appropriate for a series of short videos, each focusing on a specific aspect of the Church's history

General History Video

Available here: <http://youtu.be/kZ5hRD3PrHE>

Goals

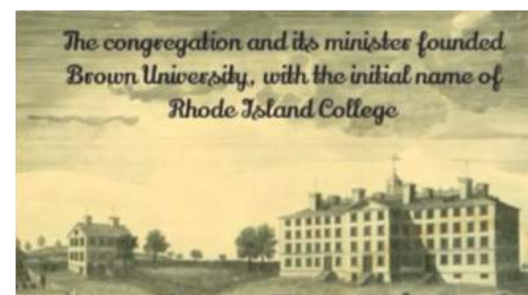
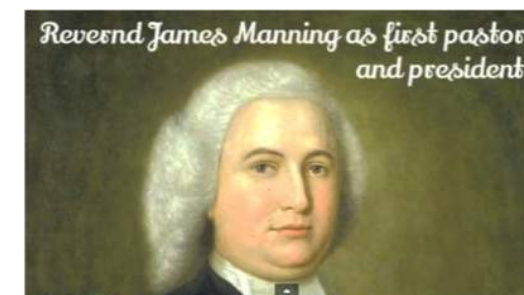
- Showcase the Church's history
- Showcase the Church's connection to US history
- Highlight the 250th Anniversary celebration
- Entice viewers to visit the church

Target Audiences

- Historical Tourists
- Architects
- History buffs
- Local residents

Rationale for the Video

The video communicates the transformation the church has undergone and its ties to US history. After viewing the video, people should want to know more about the Church and will seek out that information (website, additional videos, etc.).



Paul Revere's Bell Storyboard

Example of a short, single-topic video featuring an interesting or unique aspect of the Church

Goals

Highlight the Church's historical significance

Personalize the Church's history

Uses an historical figure that everyone knows

Adds interesting, but little-known, information

Paul Revere's successful foundry

Silver dollar content to improve sound

Target Audiences

Families with young children

Children learn about Paul Revere in school

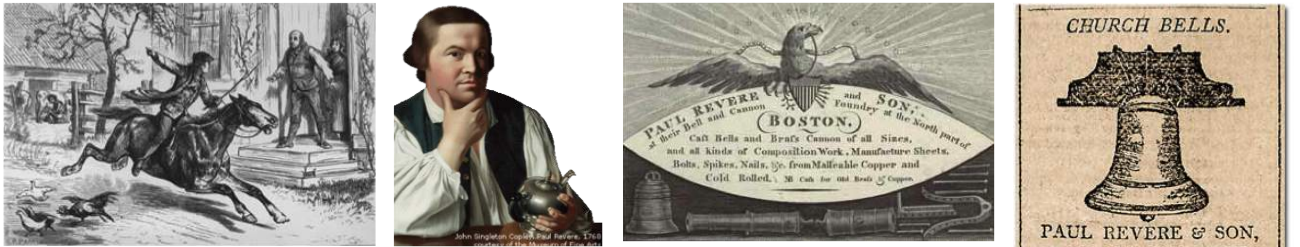
Teachers

History buffs

Rationale for the Video

Videos such as this help tell the Church's story and should entice viewers to consider including the Church as part of a vacation or a day trip.



Images & Accompanying Script for the Paul Revere's Bell Video

1. 

Paul Revere is well known for his **Midnight Ride** and for being a **master silversmith**. But did you know that after the American Revolution he also had a **thriving foundry**? He was one of the **best bell and cannon casters** in America. His 13th bell was made for the Baptist Church in Warren.

2. According to an entry in *Bassett's Scrap Book** from 1905, here's the story of how Paul Revere came to make the bell.

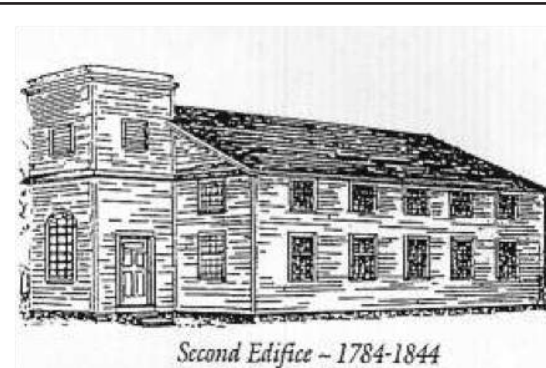
In the tower of the Baptist Church at Warren, R. I., **hangs a bell** which is, literally speaking, "silver toned." This bell has a unique history. Prior to the Revolutionary War, a Maltese sailor, by the name of Nicholas Campbell, drifted to the shores of America. He took an active part in the struggle for independence, having been a member of the celebrated "Boston Tea Party," and later a soldier in a Rhode Island regiment, and, at the close of the war, settled in Warren, where, by industry and economy, he amassed what was considered in his time a considerable fortune. Mr. Campbell, or, as he was familiarly known in Warren, "Uncle Nick Camell," though not a member of any church, was greatly interested in church affairs. The original Baptist Church in Warren, erected 1764, was destroyed by the British, May 25, 1778. A new edifice was raised 1784. This later building had no bell. In 1800 Mr. Campbell solicited subscriptions for the purchase of a bell, and succeeded in obtaining the necessary funds. He thereupon journeyed to Boston, carrying a goodly number of silver dollars in his saddle bags. Paul Revere had been engaged to cast the bell, and as "Uncle Nick" stood in the foundry, watching the melting metal, he began **casting dollars into the seething mass**, and continued so doing until warned that if he did not desist he would have a silver casting.

* League Of American Wheelmen. *Bassett's Scrap Book*. Vol. 3. 1905. Reprint. London: Forgotten Books, 2013. 315-6.

Paul Revere's Bell Storyboard

3.

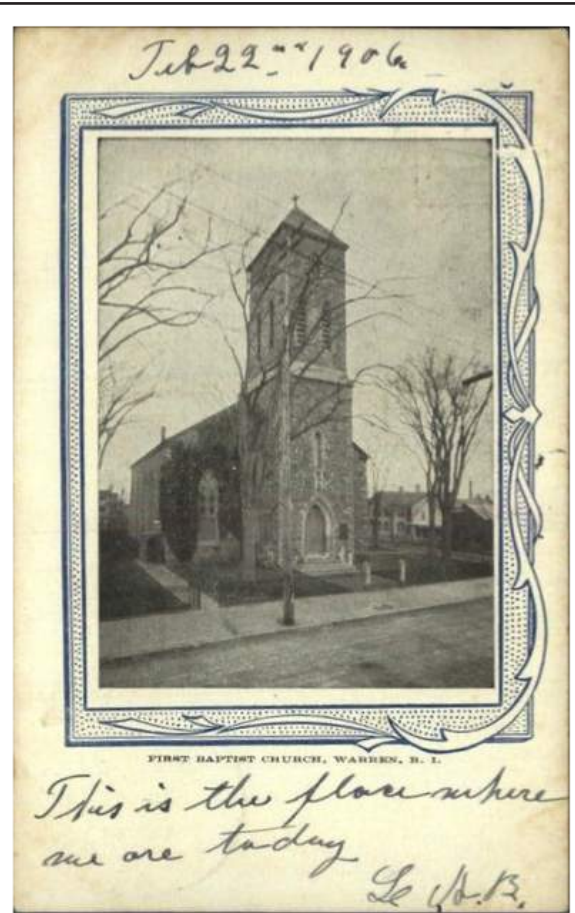


The story from *Bassett's Scrapbook** continues

The Warren bell was, I believe, the thirteenth bell cast by Paul Revere [Other sources say it was his 41st]. It hung in the belfry of the **Second Baptist Church building** until 1844, when the present handsome stone edifice was erected [as seen in this **1906 postcard**: "This is the place where we are today"], and the bell found a new home in its tower.

For over a century it has not only called worshipers to church, but has been rung daily at 12 p.m. and has nightly sounded the curfew at 9 o'clock.

This historic bell possesses a remarkably clear and sweet quality of tone which has always been attributed to Nicholas Campbell's generous donation of silver dollars.



* League Of American Wheelmen. *Bassett's Scrap Book*. Vol. 3. 1905. Reprint. London: Forgotten Books, 2013. 315-6.

4.

In 1906, however, disaster struck! A crack had formed in the bell and it had to be recast.

This time the maker was **Meneely and Company**, of New York – the same firm that in 1876 cast a replacement for the Liberty Bell.



Repeating the tradition of Nicholas Campbell, Frank S. Drown threw in a "liberal amount" of **silver dollars** to give the bell the same pure, rich, sweet tone.



Today, the bell still sits **in the belfry of the Baptist Church in Warren.**

Come see and hear it for yourself!
www.baptistchurchinwarren.com
(401) 245-3669



Suggestions for the Future

Videos should inspire viewers to take some action

The action can range from forming a desire to learn more to calling to schedule a visit. If calling for an appointment is a desired response, then the Church needs to be prepared to provide timely responses to inquiries as well as trained individuals to host visitors.

Videos from nonprofits can feature “call-to-action” overlays to facilitate that action. Visitors can click on these overlays to visit the Church’s website. See the “YouTube Nonprofit Program” section to the right for more information about this option.

Integrate the videos with other communication channels

The YouTube channel can’t go it alone. The videos need to be integrated with all the Church’s communication channels.

Post the videos to the website

Post the videos to the Church’s Facebook page

Post the videos to the Church’s Pinterest boards

Include links to the videos in emails

Include links to the videos in any articles or press releases

Collaborate with tourism organizations

Reach out to tourism organizations, such as Visit Rhode Island and the Rhode Island Tourism Division, so that their audiences see your videos.

Videos don’t have to be moving pictures

As the example presented here demonstrates, much can be done with still pictures. Creating these types of videos is relatively easy. Using high quality still images is better than lower quality video images.

Keep them short and to the point

One the one hand, people don’t have long attention spans, and they seem to be getting shorter – witness the popularity of the six-second Vine. On the other hand, a video needs to be long enough to make a point. But then it should end.

Cognitive psychology suggests that people can hold 3-to-6 chunks of information in their short-term memory at one time.

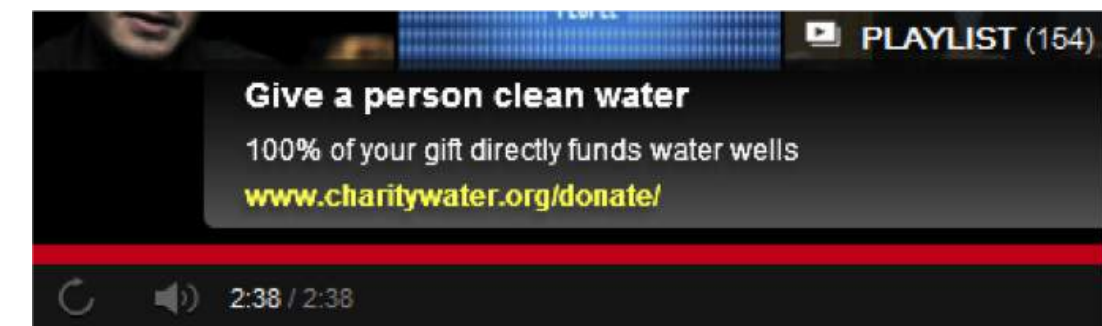
A video should make its point with no more than 3-to-6 ideas.

In a similar vein, we suggest creating shorter versions of the 250th Anniversary Celebration concerts that could be distributed with articles and press releases.

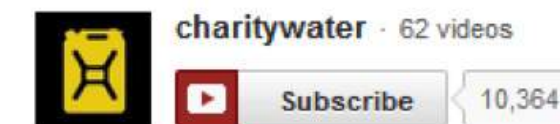


Join the YouTube Nonprofit Program

If the Church has not already done so, join The YouTube Nonprofit Program. Doing so provides additional free resources such as a donate button or an overlay that prompts visitors to click on a link to visit the Church’s website or a special landing page within the website to see a calendar of when the Church is open for visitors. The example below asks for donations, but that need not be the case.



World Water Day Video from charity: water



Overlays like these could be added to the current videos of the 250th Anniversary Celebration concerts.

Additional information is available here:
www.youtube.com/nonprofits

Tourism Outreach: Magazines & Online

Goals

Create four stories to tell the Baptist Church in Warren's story.

- Focus on historical tourists
- Focus on the New England area
- Two stories targeted to print publications
- Two stories targeted to web-based information sites

Each story should

- Capture the reader's attention
- Personalize the Church's history
- Develop an interest in visiting the Church
- Prompt the reader to take some action, eventually leading to a visit

Magazines

Yankee Magazine
(Regional)
Covers 6 NE states
Strong online presence
as well



The Bay (Local)

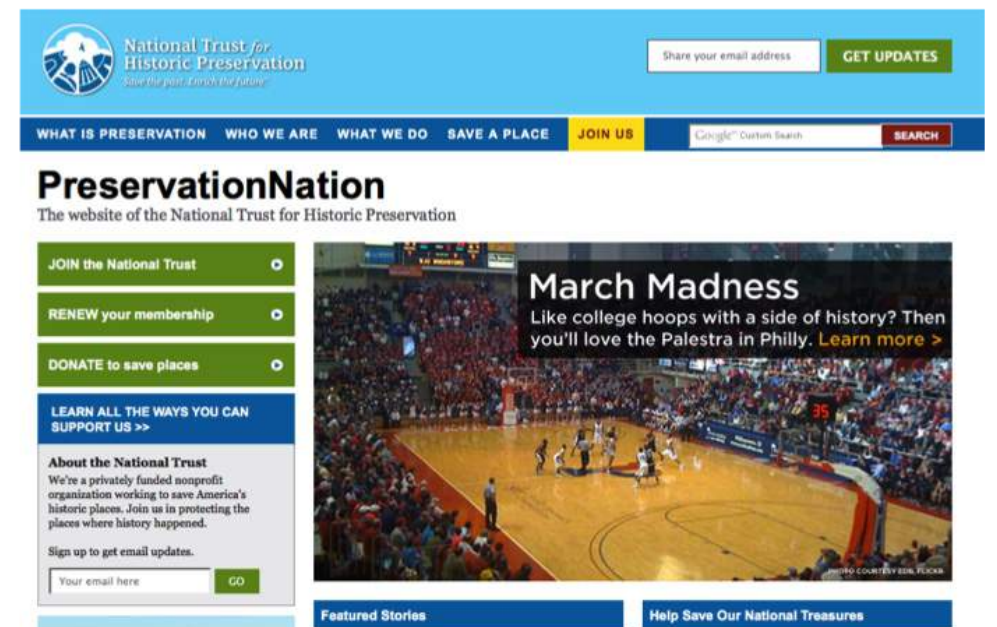


Online

DiscoverWarren.org



PreservationNation.org



Tourism Outreach: Magazines

Yankee Magazine

Story requirements

- 500 – 2,500 words
- Include pictures
- Five-week turn around time
- Submissions to the attention of
- Debbie Despres, Yankee Magazine,
PO Box 520, Dublin, NH 03444,
or editors@yankeepub.com

The Paul Revere bell story is tailored for *Yankee Magazine* by describing its historical importance and why it is a landmark worth preserving. Its history makes it nationally relevant and would be newsworthy for *Yankee Magazine* subscribers.

Since the bell is tied to Paul Revere, an important historical figure, the story will personalize the Church's history, intrigue readers and increase exposure for the Church.



A Historic RI Landmark Worth Preserving

The Baptist Church in Warren is located on Main Street in quaint Warren, Rhode Island. This church is rich in historic elements including stained glass windows and most importantly, its bell. Dating back to the 1700s, this church was organized on November 15th 1764, and is celebrating its 250th anniversary. This church is a beautiful tourist attraction but it is its history that makes it a landmark worth preserving. The bell, which hangs in the belfry today, is a recasting of the original bell, made by Paul Revere in 1800. After the original church was burned down by British troops in 1778, a second church was built shortly after.

The famous Mr. Revere constructed the bell; one of the 398 bells that Revere Bells made, which hangs in this uniquely historic church. Revere Bells were cast out of the bell foundry starting in 1792 in Boston. Revere's foundry was known for making not only quality bells, but cannons as well. His bells were popular because of their good sound and longevity. The preservation of this bell in the Baptist Church in Warren isn't just important to the local community of Warren, but to American history.

Another amazing historical attraction is the copy of the Bill of Sale signed by Paul Revere that is shown in the Church's Museum Library. Everywhere you look, this church is saturated in history, which makes it a worthwhile landmark to visit!

Tourism Outreach: Magazines

The Bay

Published by Providence Media

57% of readers are between the ages of 35-54

Featured articles also appear on the magazine's website

Story requirements

- 500 words
- 3 pictures
- Minimal Lead Time

We geared the 250th anniversary story template towards this local publication because the events may only be of interest to the local community and because the events are time sensitive.

Bay Magazine is a local publication that promotes Rhode Island dining, style, arts and events. Readers of this publication are Rhode Island residents that are interested in the events hosted in their state.

TheBay

Spirit of History Comes Alive

250th Anniversary Celebration The Baptist Church in Warren

The Baptist Church in Warren has been a beacon of faith among the Warren community since 1764. The church is celebrating the 250th Anniversary of its incorporation with events throughout the year. The Church invites the East Bay community to join them.

The Church is hosting both a speaker series and a concert series. The speaker series occurs on the fourth Sunday of the month during the 10:00am service. The Concert Series occurs on the second Sunday of the month at 3:00pm. Tickets to the concert are free, though a free-will offering will be taken to help with the restoration of church's historic building.

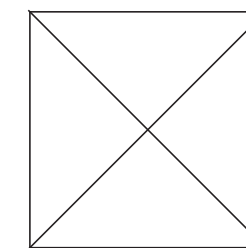
[Brief information about the upcoming speaker.]

[Brief information about the upcoming concert.]

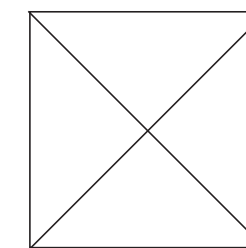
The church invites the Warren and Rhode Island communities to share in the 250th Anniversary celebration activities.

A full listing of the 250th Anniversary events including details about each concert and speaker can be found on the Church's website, BaptistChurchInWarren.com.

Information is also available by phone, (401) 245-3669, or by stopping by the Church Office on 16 Miller Street, Warren.



Speaker's Picture



Artist's Picture

Tourism Outreach: Online

PreservationNation.org

Website of the National Trust for Historic Preservation
This website includes a blog that features historic preservations and other landmarks the organization hopes to protect. It seems to be open to new stories: “Although we’re always on the lookout for blog content, we encourage readers to submit story ideas or let us know if you’ve seen something that might be interesting and engaging for a national audience. Email us at editorial@savingplaces.org.”

For this website we wrote a story on the Church’s tower bell. The reason we did this was to show the history behind the bell and its connection to Paul Revere. The Church could submit a number of stories about its different historical aspects to this blog.

Preservation Nation Website Visitor Statistics

- More females than males
- More likely to have attended college
- More likely to be browsing from work than home
- Daily Pageviews per visitor = 3.5 pages
- Daily Time on Site per visitor = 3.25 minutes

Source: Alexa.com



A Church Worth Preserving, the Baptist Church in Warren

Posted on: June 15th, 2014 by Guest Writer

The Baptist Church in Warren is one of the oldest Churches around. Reaching back to the 1700’s, the Baptist Church was founded on November 15, 1764, and this year is celebrating its 250th Anniversary! As beautiful as it already is, the history of the Church is what really makes it that much more incredible. As one can only imagine the historic events this Church has seen through the years and the memorable people who have worshiped here. This brings us upon one of the Church’s most fabulous aspects, which really grabbed the attention of five Roger Williams Students hoping to bring more recognition to this amazing Church

The Tower Bell

The original Church was burned down by British troops in 1778. A second Church was built shortly after on the same property. In 1800 this famous bell was added to the steeple. What makes this bell so special is that it was crafted by the hands of Boston’s very own Paul Revere. Revere was known for being the second major bell founder (someone who creates the casting of bells in a foundry for use in churches, clocks and public buildings) in the United States. The original bill of sale can still be seen to this day in the Church’s Museum Library. In 1906, just like the Liberty Bell, a crack was found on the Bell. It was re-cast that same year by Meneely and Company, repeating the original Revere bell to keep its purity, richness, and original soft/sweet ring. These unique attributes are due to the silver dollars used in creating the bell. One of the most important points is that there is only a number of bells around that were made by Paul Revere himself, before his sons carried on the business for many years.



Tourism Outreach: Online

DiscoverWarren.org (also DiscoverWarren.com)

While the site itself is not always updated frequently, there is a link to the Discover Warren Facebook page that is.

Posting Church events to this page would help capture the Self-Guided/Accidental segment of Historic/Cultural travelers.

DISCOVER Warren

EATING SHOPPING ARTS GROWTH LIFESTYLE NEWS

NEWS in Warren

WARREN
is nice because:

It's home to 2nd Story Theatre, "the hippest theatre in the state."
- RI Monthly

FIND US ON FACEBOOK

from the twitter feed:

What's going on this week?

Posted on January 5, 2014 / by the DW crew

Spirit of History Comes Alive! Baptist Church in Warren 250th Anniversary Celebration

A full listing of the 250th Anniversary events can be found at BaptistChurchInWarren.com or call (401) 245-3669.

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DISCOVER Warren

Discover Warren
★★★★☆ (12 ratings)
1,081 likes · 22 talking about this · 26 were here

Beach · Historical Place · Community Organization
Warren, RI is a vibrant Arts District with a historic working waterfront, walkable downtown village, and more.

About **Photos** **Likes** **Events**

1,081

Annual 'Warren Wonder' Friday, December 6th 5-8
Town for treats & special event purchase earns a raffle ticket. Raffle ticket every time you use Warren.Token! Winner gets...

Conclusion

The Marketing Principles class at Roger Williams University spent the fall 2013 semester working in groups with the Baptist Church in Warren to create a marketing strategy to increase awareness of the Church as an historical site in Warren, RI.

Students applied concepts from the course to develop their own strategies for marketing the historical aspects of the church to the appropriate target audiences. The students worked to understand historical tourists, the ways in which other historical churches present their histories, and plans for communicating the Church's story. Students developed strategies that include the creation of Pinterest boards, possible stories for new YouTube videos, and using local and regional media targeted to historical tourists.

While the marketing of an historical property can be done through a variety of venues and outlets, the suggestions made in this book are recommendations based on the students' experiences and time constraints of the project. There are certainly additional areas which can be researched for the promotion of the Baptist Church in Warren.





Roger Williams University
One Old Ferry Road
Bristol, Rhode Island 02809

cpc@rwu.edu
<http://cpc.rwu.edu>