

FIVE "PILLARS" TO MAXIMIZE ENGAGEMENT WITH ONSO CAMPAIGN

ONSO is a giant experiment for our movement— we have not been this way before! As such, we wanted to **recommend five key systems— "pillars"**— that we believe will help our local teams maximize engagement with our ONSO campaign.

However, for all of the ways we believe systems & tech can help to accelerate our work on campus, let's be clear that the core strategy of ONSO is the same as it's always been – **relational engagement that creates hospitable environments** where students & faculty can meet God and connect with community! May the Lord continue to empower our work toward that end!



Of course, as these are the core systems we hope staff (CSM, TL's, AD's) will have in place to maximize ONSO, we need to provide training and tools to help us build these systems, and we're envisioning two different paths to help equip our movement.

Path #1 - Chapter Leaders (Students, Faculty, Volunteers, and Campus Staff)

Though not uniform, many of our chapter leaders already have a measure of proficiency in these kinds of tools, but to augment those skills, we're preparing key trainings that will be led and facilitated by both in-house experts and our marketing firm See.Spark.Go. Trainings designed to raise our collective digital ministry game.

- **"Social Media 101"** will be a 60-90 minute recorded webinar (available in the second half of July) that would be accessible (for free) to any student, faculty, volunteer, or campus staff and covering topics like:
 - ✦ Intro to Social Media
 - ✦ Social Media Best Practices
 - ✦ Building an Audience
 - ✦ Basic Marketing
- **"Social Media 201"** will be a second level training (again via live & recorded webinar) that will give more attention to orienting chapter leaders to the ONSO toolkit of resources and providing tips on how to get the most out of those tools.
- **Other Possibilities** are also in motion, including optional (paid) consulting slots with SSG, the creation of a "Top 10 Digital Outreach Ideas" list, training for coaching follow-up in digital space, resources for leveraging local ONSO events, etc.

Path #2 – Geography Leaders (TL's, AD's, FM leaders who are covering 10+ campuses)

As Geography-Level NSO is a newer concept and engaging contacts on entirely new campuses is significant opportunity of ONSO (not to mention that many of our geography leaders are less fluent in digital ministry!), the need to equip our geography leaders to capitalize on ONSO is both acute and significant. As such, we'll be hosting an optional "ONSO Bootcamp" for geography leaders to both provide baseline training and enable them to devote dedicated time to creating these systems in a focused, concentrated way (like an MPD Sprint). Below is a rough outline for a two-day bootcamp (likely hosted 7.28-29) where each session would include both a focused training session and extended workshop time with live coaching.

- **Day 1 – Tuesday, July 28**
 - Morning – Introduction to ONSO and Five Pillars Overview
 - Early PM – Catalyzing Digital Outreach
 - Late PM – Creating an Instagram Profile
- **Day 2 – Wednesday, July 29**
 - Morning – Building a Landing Page
 - Early PM – Designing Follow-up Structures
 - Late PM – Leading "At Large" Small Groups

Of course, these training sessions will be recorded for future viewing (which would allow a DIY option for those who couldn't make 7.28-29), and Geography leaders will also be invited to pick and choose which sessions they would engage (i.e., not everyone will need help creating an Instagram handle) but the value of participating in the whole of the experience would be to say, "Even if you're starting from scratch, this bootcamp can take you from 0 to 60 in two days, and enable you to have a "minimum viable product" in place to capitalize on ONSO."