

Brand & Marketing (Strategy Plan Development Report)

Imeh Patrick - Etim

The background of the page is a light blue gradient. On the right side, there are several overlapping, wavy lines in shades of yellow, orange, and pink, creating a dynamic, abstract design.

EXECUTIVE SUMMARY

I currently head The Marketing and Brand Communications Sub Department of LoveWorld Publishing Teens Department made up of the following personnel's

- Bro Imeh Patrick-Etim: Sub Departmental Head
- Bro Elkanah Boadi: Audio Assistant Production

The team is charged with the following responsibilities;

- The development and execution of all marketing initiatives that would lead to income generation for the Teens Publishing Department.
- The development of marketing communication strategies and collateral for the Reach Out World TeeVolution Campaign
- The development of all communication collaterals as it relates to the approved strategic direction for Teens Publishing Department

Below is my detailed half-year report (December 2022 to June 2023) on my work. This report is divided into two key parts

1. My work pre the Teens Publishing Department restructuring (April – June 2023)
2. My work post the Teens Publishing Department restructuring (January – March 2023)

MY WORK PRE - TEENS PUBLISHING RESTRUCTURING (JANUARY – MARCH 2023)

Stated below is a list of initiatives created and developed within the month of January 2023 to March 2023.

Kindly note that work has stopped on these initiatives as the TeeVo Bible was moved from Teens Publishing Department to the Rhapsody Bible Department

	CAMPAIGN	CURRENT STATUS
1	TeeVo Bible Alma Mata Initiative	Campaign commenced but had to stop as the Rhapsody Bible was moved to the Rhapsody Bible Department
2	TeeVo Bible Easter Special	Campaign commenced but had to stop as it has morphed into another campaign being run by Rhapsody Bible

TEEVO BIBLE ALMA MATA INITIATIVE

This was designed as a one-year sponsorship drive for the TeeVo Bible to secondary school Alma Mata. The communication strategy was to use the deep states sinister plan to remove the Bible from the schools.

Below are the communication collaterals developed for the campaign, which were deployed to the churches.

The Book that is most important for every Secondary School Student. The Bible!

Each Student needs a copy now more than ever!

Sponsor the free distribution of TeeVo Bible to:

- A School ● A Class Arm ● A Class ● 5 or 10 students

or place copies in your Alma Matas Library

For more details visit www.teevotogo.org or call any of the nos below

Nigeria: +2348086656533 +2347015831017 +2347015500092 | South Africa: +27614153261
 Canada: +1416-667-9191 | United States: +18006208522 (Freephone)
 United Kingdom: +44 (0) 1708 556 604 +44 (0) 8001310604 (Free phone)

God loves us so much that he gave us his Son
The Proof of LOVE is ACTION

Show God's Love towards teens in your secondary school Alma Mata
Get involved in the TeeVo Bible Alma Mata Initiative.

Sponsor the free distribution of TeeVo Bible to:

- A School
- A Class Arm
- A Class
- 5 or 10 students
- or place copies in your Alma Matas Library

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United States: +18006208522 (Freephone)
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They want to remove the Bible from secondary schools?

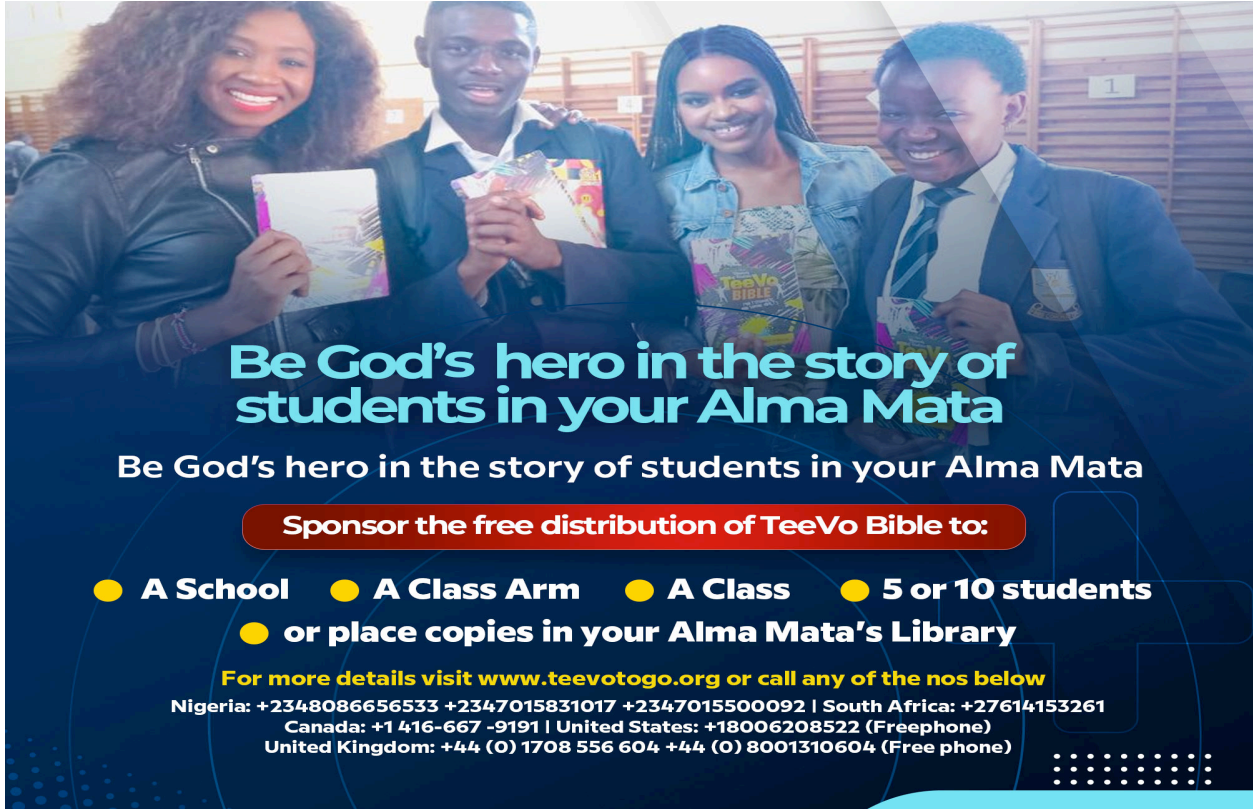
God forbid!

Don't just talk about it, Do something about it!
Get involved in the TeeVo Bible Alma Mata Initiative

Sponsor the free distribution of TeeVo Bible to:

- A School
- A Class Arm
- A Class
- 5 or 10 students
- or place copies in your Alma Mata's Library

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Be God's hero in the story of students in your Alma Mata

Be God's hero in the story of students in your Alma Mata

Sponsor the free distribution of TeeVo Bible to:

- **A School**
- **A Class Arm**
- **A Class**
- **5 or 10 students**
- **or place copies in your Alma Mata's Library**

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United Kingdom: +44 (0) 1708 556 604 +44 (0) 8001310604 (Free phone)



The Most Important Item On The TeeVo Bible Alma Mata Initiative Checklist

Sponsor the free distribution of copies TeeVo Bible to your Alma Mata

- A School • A Class Arm
- A Class • 5 or 10 students
- or place copies in your Alma Matas Library

For more details visit www.teevotogo.org or call any of the nos below

Nigeria: +2348086656533 +2347015831017 +2347015500092 | South Africa: +27614153261
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Checklist

- Sponsor A School
- Sponsor A Class Arm
- Sponsor A Class
- Sponsor 5 or 10 students



The Book that is most important for every Secondary School Student. The Bible!

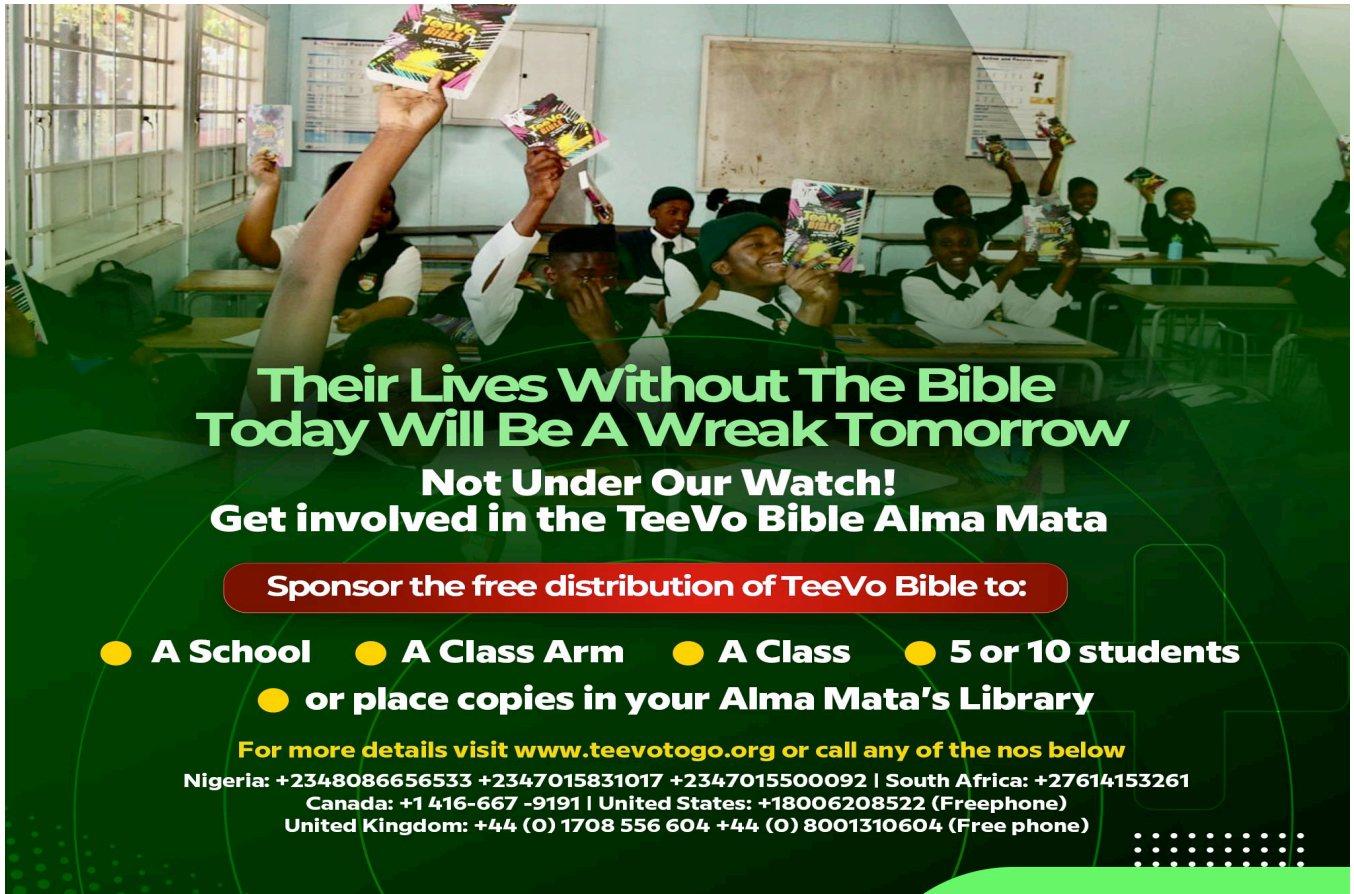
Each Student needs a copy now more than ever!

Sponsor the free distribution of TeeVo Bible to:

- A School • A Class Arm • A Class • 5 or 10 students
- or place copies in your Alma Matas Library

For more details visit www.teevotogo.org or call any of the nos below

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Canada: +1 416-667 -9191 | United States: +18006208522 (Freephone)
United Kingdom: +44 (0) 1708 556 604 +44 (0) 8001310604 (Free phone)



**Their Lives Without The Bible
Today Will Be A Wreak Tomorrow**

**Not Under Our Watch!
Get involved in the TeeVo Bible Alma Mata**

Sponsor the free distribution of TeeVo Bible to:

- **A School**
- **A Class Arm**
- **A Class**
- **5 or 10 students**
- **or place copies in your Alma Mata's Library**

For more details visit www.teevotogo.org or call any of the nos below

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ALMA MATA
Initiative

**The enemy has an evil agenda
 against your Alma Mata
 But The Lord Has You**

Get involved in the **TeeVo Bible Alma Mata Initiative**

Sponsor the free distribution of TeeVo Bible to:

- A School ● A Class Arm ● A Class ● 5 or 10 students
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Video promo was also produced for the campaign, which was deployed to the churches. (See the link for the video promo).

<https://d1ent1.loveworldcloud.com/~orm/Alma%20Mata%20Campaign.mp4>

TEEVO BIBLE EASTER SPECIAL

This was created and designed as a 30 day special discount offer in commemoration of the Easter celebration. Any one who purchased the TeeVo Bible was eligible to a 10% minimum discount subject to a minimum quantity purchased.

AN UNBEATABLE OFFER

ENJOY A MINIMUM **10% DISCOUNT**

Use Promo Code: **TEEVOBIBLE**

WHEN YOU ORDER THE Rhapsody of Realities TEEVO BIBLE,
FROM NOW TILL THE 31ST OF MARCH 2023!

For The TeeVo Website

Brand Marketing (Strategy Plan Development) & Media Sub Department

MY REPORT

AN UNBEATABLE OFFER

ENJOY A MINIMUM **10% DISCOUNT**

WHEN YOU ORDER THE Rhapsody of Realities **TEEVO BIBLE**, FROM NOW TILL THE 31ST OF MARCH 2023!

Use Promo Code : **TEEVOBIBLE**



Rhapsody of Realities TeeVo BIBLE

EASTER SPECIAL OFFER

ENJOY A MINIMUM **10% DISCOUNT**

WHEN YOU ORDER THE Rhapsody of Realities **TEEVO BIBLE: THE TEENS FAVORITE STUDY BIBLE** THROUGH THE MONTH OF APRIL.

SO HURRY NOW. PLACE YOUR ORDER TODAY!

Place your order by calling the phone numbers below.

+234 8024789758 (NIG), +277 84654350 (SA), +44 1708556604 (UK)
+1 800 6208522 (USA), +1 416 6679191 (CAN)

Visit www.teevotogo.org/bible for more details

Use Promo Code : **TEEVOBIBLE**



Rhapsody of Realities TeeVo BIBLE

EASTER SPECIAL OFFER

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WHEN YOU ORDER THE Rhapsody of Realities **TEEVO BIBLE: THE TEENS FAVORITE STUDY BIBLE** THROUGH THE MONTH OF APRIL.

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+1 800 6208522 (USA), +1 416 6679191 (CAN)

Visit www.teevotogo.org/bibles for more details

Use Promo Code : **TEEVOBIBLE**



A video promo was also produced for the discount promo, which was deployed to the churches. (See the link for the video promo as a mail attachment.)

https://kingscloud.co/api/shared_file/OZ677ODCZC6Z7AJCXP6247XVHMOG3UX
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MY WORK POST TEENS PUBLISHING RESTRUCTURING (APRIL 2023 – DATE)

Stated below is a list of initiatives created and developed from the month of April 2023 to date. While some are already in execution, others are undergoing approval.

CAMPAIGN	CURRENT STATUS
Take5	Initiative already ongoing
TeeVolution Prayer Cell Initiative	Preliminary planning on going
International Youth Day With TeeVo 2023	Strategic planning on going
TeeVo Knows Your Name Initiative	Awaiting executive approval for execution
Monthly Promos For The TeeVo Devotional	Initiative already ongoing

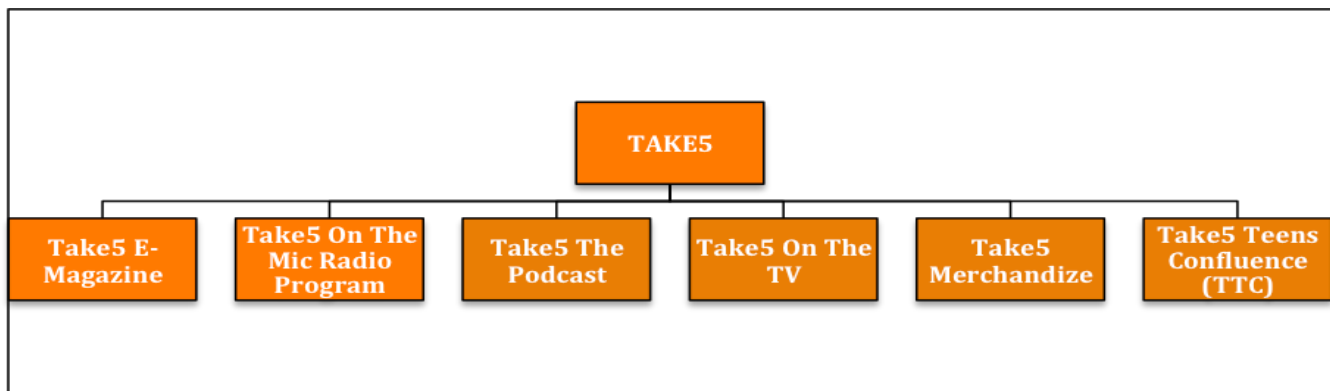
TAKE5

(This is the updated Take5 Proposal resent to the esteemed HOD in the month June 2023)

TAKE5, is a novel, exciting audio and video initiative which commenced in the last quarter of 2021. It was designed for teens and young adults, to gives them practical scripture based answers to questions on identity, dating, sex and sexual orientation, peer pressure, drug abuse, entertainment, education, career choice, finances, and much more.

This initiative was also created to engage and teach teenagers the Man Of God's revelations as it relates to what is happening in our World Today as taught in Your Lord World Series.

Take 5 initiative is designed to engage teens through a multi- platform channel as shown in the chart below



- **Take5 e-magazine:** an online lifestyle e-magazine adaptation that answers throbbing question on teenagers' minds.
- **Take5 On The Mic Radio Program:** An exciting radio magazine program adaptation of the e-magazine
- **Take5 The Pod cast:** The radio adaptation played as a pod cast
- **Take5 On TV:** An exciting TV magazine program adaptation of the e-magazine to be aired on Rhapsody TV
- **Take5 Merchandize:** Beautifully designed wearable Take5 branded merchandize (T-shirts, Sweat Shirts, Hooded Shirts)
- **Teens Confluence Powered By Take5)** An exciting bi-yearly teens online confluence where teenager discuss different topical issues that affect their daily living as Christian Teens.

Objectives Of Take5

1. **Attention:** To create and generate massive attention for the Take5 within the teenaged group, positioning it as a highly spiritually enlightening, yet cool and exciting brand that truly cares for the whole teen; Spirit, Soul and Body
2. **Authority:** To position the Take5 as a strong authority in relating with teens, dealing with matters that concerns them as well as proffering solutions to them from the position of God's Word.
3. **Followership:** To generate one million strong teens followership base within the first 3 months (April – June 2022). These are not people who have being positively engaged and we have their data online on our social media handles, thus can continually engage them.

4. **Income:** To generate a **gross income of N100m** with a **net income of N50m** by the end of March 2024 (This is to be achieved by

Target Audience

Primary Target

- a. Teenagers
- b. Parents, Guardians, Adults who have teenagers as wards

Secondary Target

- Corporate Organizations
- Teen Related Brands

PROPOSED STRATEGY

Of the six Take 5 platforms, four of them are funds generating. These are the

- Take5 E – Magazine (Sales)
- Take 5 Branded Merchandize (Sales)
- Take5 On Radio (Sponsorship)
- Take5 TV (Sponsorship)

Take 5 E- Magazine

- Proposed cost for the sales of Take5 E- Magazine: N100 or \$1



Not so many people know how to pray. Some time ago, a fellow, who when he was about to eat, prayed, "Plus God, minus Satan!" Some others pray, "Bless this food, O Lord, for Christ's sake." But Christ isn't the one eating the food; you are! So, God actually does bless the food for your sake, not for Christ's sake. You're not to pray to God, asking Him to do anything because of Jesus. Whatever He does for us, He does because He loves us just as much as He loves Jesus (John 16:27). In praying, here are some guidelines to help you pray in the right manner:

- **Pray in the Name of Jesus.** This is what defines prayer—praying in the Name of Jesus. When you're born again, you become a legal representative of Jesus Christ. In Philippians 2:9-10 AMPC, the Bible lets us know that, "...God has highly exalted Him and has



Yes, everything is wrong with it. What you just described is pornography, the depiction of erotic behavior or action (in writing, pictures, film etc.) intended to cause sexual excitement. So, by viewing pictures and videos of naked people or adults involved in sexual acts, you're engaging in pornography.



As a teenager, you're actually capable of "falling in love." However, at this stage of your life, there are certain things you're not allowed to do, not because you can't do them, but because you're not prepared to handle the responsibility that comes with them. "Falling in love" is one of such things. Your teenage years are your time of preparation for a glorious future, and even though you're

capable of being in love with someone, you're not expected to. Let's review certain reasons why you shouldn't fall in love at this stage.

You Need Maturity And Emotional Stability

Being in love with someone requires spiritual as well as mental and emotional maturity and

Your desire to improve your personality is commendable, for not everyone has such a desire. You see, in life, you'll remain the person you are and at the place you are until you do something to improve yourself and move to a better place. Here are seven key things recommended to you that would help you become a better person when you put them to work.

i. Define what you want. Outline the areas of your life you want to be better. It could be in your relationship with your parents, your attitude to your academics or the management of your emotions. God doesn't want you to live an ordinary or mediocre life; hence you must

Proposed Designs Of The Take5 Branded Merchandize

The pictures below depict the proposed sample designs for the Take5 Branded Merchandise. These will be very nicely designed Round Neck Shirts, Long Sleeve T Shirt, Hoodies, and Collared T-Shirt.





Take5 Promos

Promo 1

<https://d1ent1.lovethecloud.com/~rorm/Take%205%20promo%20A%20FINAL%202.m p4>

Promo 2

<https://d1ent1.lovethecloud.com/~rorm/Take%205%20promo%20B%20FINAL%202.m p4>

ACHIEVING OUR FINANCIAL TARGET (PROPOSED MILESTONES AND TARGET)

1st Milestone (First 3 months)

- Achieving 1,000,000 strong social media community
- Build engagement / community platform
- Required AD Spend \$15,000

2nd Milestone (4th month)

- Achieve 20 million in income. (Through all identified fund generating platforms)
- Required AD spend \$5,000

3rd Milestone (5th Month)

- Achieve 20 million in income. (Through all identified fund generating platforms)
- Required AD spend \$5,000

4th Milestone (6th Month)

- Achieve 20 million in income. (Through all identified fund generating platforms)
- Required AD spend \$5,000

5th Milestone (7th Month)

- Achieve 20 million in income. (Through all identified fund generating platforms)
- Required AD spend \$5,000

6th Milestone (8th Month)

- Achieve 20 million in income.
- Required AD spend \$5,000

Total Campaign budget = \$40,000

One-Off Expenses

1. Monthly Agency Fee = N1, 000, 000 This covers the following services:
 - - Digital Strategy Design.
 - - Email Marketing Campaign
 - - Daily animated video production.
 - - Daily Blog posts.
 - - Daily Graphic posts.
 - - Social Media Marketing.
 - - Content Marketing.
 - - Community Platform management
2. Website development = N100, 000
3. Gross Income: N100, 000,000

Current Status / Achievement Report

- TAKE5 On The Mic, the Radio Adaption of the Take5 initiative is a weekly radio program currently transmitted on LoveWorld Radio.
- Since inception in the last quarter on 2021 to date, we have transmitted over 60 episodes, with a monthly listenership base of over 4 million.

- Without any form of advertising or marketing efforts (strictly organic) the program has generated / recorded testimonials, comments and positive contributions from listeners residing in 21 nations across six continents of the world.
- Take5 is currently translated into 5 globally spoken international languages, which are Arabic, Mandarin, French, Italian and Spanish, which will generate a potential cumulative reach of over 2 billion speakers. Vetting is currently on going for these translations.
- Pre- Production planning activities has also commenced on the TV / Video adaption of the initiative tagged Take5 On TV, which is to be aired on Rhapsody TV.

Below are some of the most recent testimonies received (April 2023) from the TAKE5 ON THE MIC radio program. These testimonies are received bi monthly from LoveWorld Radio (Our Transmission platform) and are uploaded on our Teens Publishing web site.

Also contained in the kings cloud link below is a collection of other testimonies received through 2022 to date.

Recent Testimonies

Vivek from India*

vivekananda@gmail.ind.com

Greetings to everyone at Loveworld Radio. The month of victory has been a Victory Parade for me. Firstly I excelled in my School Examination, secondly, my friend whom I've been interceding for 3 years now, received salvation while listening to (Take 5 On Tha Mic Show.) My Joy knows no bounds, am full of excitement. Gloryyyyyy!

Cynthia Nono from Botswana

cynthianonoma85@gmail.com

Hello Dear Presenters of Take 5 Show on LoveworldRadio. I want to specially say a Big THANK YOU to Pastor Chris for creating a platform like this. During November last year, I was a member of a team that approved a particular product for my company, which didn't go well at first and it really made us to lose a huge some of amount. But while listening to one of your Episode On "Building A Better Career Goals" I got some Tips that helped my Company gain 110% of what we lost last year and birth 2 new branches. I never thought a Radio show can be a great Advantage and blessing to me. Thank you Elkana and Joyce, and the amazing Producer. Loveworld Radio is simply the best.

Nancy from Kenya*

ncyqueenforchrist@gmail.com

Good Afternoon Dear LoveworldRadio Presenters and Producers of Take 5 On Tha Mic. Please, how do I get the beautiful theme song of this Great show (Feeling Good In The Name Of Jesus?) I've searched everywhere for it and still searching. Kindly help.

Blessing from Nigeria

beelegant@gmail.com

Happy New week everyone. Kudos to the most charismatic Radio Show on Loveworld Nation 'Take 5.' Please, I'm looking forward to More inspiring Topics. Thank you.

Pls see more testimonies received in the link below

https://kingscloud.co/api/shared_file/2UDNOIXOIVXT4UNCIKRYL3E4OIDQYI33

TEEVOLUTION PRAYER CELL (TPC)

This is an initiative designed to engage all teenager involved in the Reach Out World TeeVolution Campaign by getting them to pray for the impact of the TeeVolution Campaign within their catchment.

The idea is to engage and encourage teens to form what we have called Prayer Cells to pray for the impact of the Reach Out World TeeVolution campaign in their city, town, nation, schools etc and as they do form these Prayer Cell they also invite their peers and friends to join them in participating in the prayers

Below are some of the features of the TeeVolution Prayer Cell:

Features

- Invitation link are used to invite friends, peers and neighbors to join the respective TPC.
- Teens join the TPC by registering and filling the requested details on the TPC webpage on the TeeVotogo website.
- Minimum No of persons per TPC prayer cell is 2 while maximum no is unlimited.
- TPC is mainly for teens 13 - 19 years however people of others ages interested in praying for teenagers through the TeeVolution campaign as well as reaching them with the TeeVo are welcome.

How Registration For TPC Works:

1. Create a TPC Form with the following information: Full name, Email, Address, Country, Name of Prayer Cell, Prayer Time Slot Selected, Catchment Area (School, Street, City, Town, Nation) TeeVo Quantity Sponsorship (Daily, Weekly, Monthly).
2. Upon successful creation of TPC account, which the account owner / host will receive an invitation link on his or her indicated email address
3. The host can send Invitations to peer, friends to join his TPC through his TPC cell invitation link,
4. The recipient of the link or invitee can choose to either join the cell or create his or her own cell.

5. If the invitee chooses to join the host's cell the registration will be as follows (Full name, Email, Address, Country, TeeVo Quantity Sponsorship (Daily, Weekly, and Monthly)).

6. However If the invitee chooses to create their TPC then he or she will be directed to step 1.

Below is the proposed introductory script an invitee will receive when they click on a TPC invitation link they get from a TPC host.

Intro script:

The Reach Out World TeeVolution Campaign is permeating nations, cities, towns, streets, and schools impacting the lives of you the teenager as you are being prepared for the rapture of the church through sponsorship and monthly free distribution of the TeeVo Devotional to every teenager.

The TeeVolution Prayer Cell is created to engage and encourage teens to create PRAYER CELLS to pray about the impact of the TeeVolution campaign in your schools city, town or nation, any where teenagers just like yourselves can be found within your catchment.

Would You Like to Join this TeeVolution Prayer Cell Or Create Your Own TeeVolution?

7. The TPC host can use any platform to organize their TPC meeting all they simply need to do is get the prayer point for the day on TPC web page and do a screen shot which shows no of people participating on that platform (if it's online or a pics of them prayer if it's physical)"

8. TPC host will follow up and ensure all TPC group members have all necessary information to participate in the group prayer time.

Current Status / Achievement Report

- We have received management approval in principle to execute the initiative
- After a selection process we have engaged a developer for the development of the TPC enlistment platform @ the cost of N550, 000
- The development of the enlistment platform will be executed in 3 phases within 5 weeks duration. However the platform can be used upon the completion of the first phase while work is still ongoing on the second and third phase
- Requisition has being raised and sent to finance. We await approval and the release of funds.

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2023 INTERNATIONAL YOUTH DAY WITH TEEVO

(The 2023 IYD Strategy Document (To Be Shared With Churches & Pastors))

August 12, 2023, the International Youth Day With TeeVo offers teenagers an excellent opportunity for the continued impact of their peers, as well as destroying every deception with the truth of God's word contained in the Rhapsody of Realities TeeVo. This impact can be made by partnering with the free distribution of the Rhapsody Of Realities TeeVo Devotional, the Rhapsody Of Realities TeeVo Bible, and other evangelical materials by:

- Adopting A School
- Adopting A Class Set
- Adopting A Class

As well as the execution of more TeeVolution Outreaches in secondary and high schools, vocational centers, etc., anywhere teenagers congregate.

The present global population of teenagers is over 1.2 billion, and research findings shows that about 50% of the teenage population are outside the walls of a school.

This document thus contains proposed evangelical engagement initiatives as well as distribution outreaches to be executed by Teens Church as a strategy to reach, win, and disciple teenagers in their nations, Cities, Towns and villages both in and out outside the walls of secondary school within the proposed 60 days duration (August – October 2023) of the International Youth Day With TeeVo campaign.

Normally the IYD execution duration falls both within the period the schools are in session into when they go on their summer holiday, thus the 2023 IYD Engagement initiatives are classified into two main categories to ensure the effective engagement of the all teenagers irrespective of the school calendar during the period. These classifications are:

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MY REPORT

- **In – School Session Engagement:** These are activities / evangelical initiatives to be executed while the school are in session
- **Out Of School Session Engagement:** These are activities / evangelical initiatives to be executed while the school are out of session (Holiday Period)

IN- SCHOOL SESSION ENGAGEMENT

NAVIGATE+:

This is an onsite, 2-day Skill Acquisition Boot camp to be organized within the school premises that will be used as a platform to reach and impact every teen within and outside the ministry but in the school premises.

The Navigate+ Boot camp is evangelically focused, as the skill acquisition benefit will only be used as a platform to congregate multitudes of teens together at a particular location.

Whilst all registered teens for Navigate+ will still acquire the desired skill and knowledge, the primary aim of this initiative is to reach the teenagers with the Gospel via the agency of the Rhapsody of Realities TeeVo Devotional.

The participating teenagers will have the opportunity to acquire basic knowledge of one of the five following skills at the Navigate Boot Camp:

1. Programming (Building apps)
2. Web Design and Development
3. Video production (Recording and editing)
4. Animation Production
5. Creative Writing.

HOW NAVIGATE+ WORKS (THE PROGRAM STRUCTURE)

1. Navigate+ will be executed through our Christ Embassy Teens Churches in
Brand Marketing (Strategy Plan Development) & Media Sub Department

collaborations with the Christ Embassy Teens Ministry.

2. Navigate+ is proposed to be executed within a 3-hour duration or as approved by the school authorities
3. A Navigate+ registration portal will be available on the TeeVo website where all participants should register. Upon registration, they will be provided with a unique login detail.
4. Registration details will include their names, emails, phone numbers, church name, and selected skills to be trained in.
5. Our CE Teens churches working in collaboration with LW Teens Ministry will source the facilitators with the requisite knowledge, in the select skill chosen for training. (Note they do not need to offer all the courses)
6. The Teens Church can choose to offer all five skill sets or select from the five which to offer to the participants.
7. At the end of each Navigate+ initiative, the Teens' Churches are to share pictures of the activities and most importantly the following pictures: total no in attendance, No of souls won, distribution of pictures of the TeeVo at the event.
8. Upon completion of the 2-day Navigate+ Initiative, participants will be given an online certificate downloadable from the TeeVo website. Access to the certificate will be through their login details received during the initial registration.
9. Activities of each Navigate+ are as follows
 - Opening Prayer – 2 minutes
 - Praise / Worship – 10 minutes
 - TeeVo Reading - 5 minutes
 - Break Out Skill Set training – 1.30 mins
 - Re gathering For Ministration - 30 minutes

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- Altar Call – 10 minutes
- First-timers Call – 5 minutes
- Introduction of the TeeVo Devotional to first-timers and new converts and the distribution of TeeVo to all present at Navigate+ as well as to new converts and first-timers – 5 minutes
- Closing Prayer – 2 minutes
- All students won during the Navigate+ will be invited to join the TeeVo Club in the school as well as invited to the Teens Church service in church on Sunday

The Navigate+ can also be organized during the holiday season however the location will not be within the school premises.

OUT OF SCHOOL SESSION ENGAGEMENT

INTERNATIONAL YOUTH DAY WITH TEEVO WALK-A-THON FOR SOULS (IYDWFS)

What are walkathons? A walkathon is a event that involves a group of persons, or organization walking along a designated course to promote, raise awareness, or raise funds towards a specific cause. The distance, course, and theme/ cause of the walkathon vary from organization to organization.

The IYD Walk-A –Thon For Souls as the name implies , is an exciting walk to the executed by each teen church within their catchment to reach out for souls during the off school period (Summer holiday) with the IYD season. Thus teens go out geared up in branded IYD Walk-A- Thon For Souls T-shirts, Canvas as well as armed with their TeeVo devotional to reach, evangelize and win their peers the Lord as they distribute the TeeVo within their catchment.

- Proposed Days for the walk-a –thon are during the holidays or public holidays
- Proposed Duration and Time for the execution of walk-a-thon is not more than 2hrs between 3pm and 5pm on the chosen day of execution.

4 KEY ACTIVITIES TO EXECUTE DURING A IYD WALK – A – THON FOR SOULS

1. Accountable distribution of the TeeVo Devotional and TeeVo Bible: Distribute the TeeVo Devotional and TeeVo Bible to every teenager engaged.
2. Evangelism and soul winning: Witness to and win as many teenagers to Christ who is yet to receive salvation.
3. Data Capture: Get names, contact address, phone nos as well as email address of all teenagers reached
4. Sunday Service Or Cell Meeting Invitation Cards: After witnessing to them invite them to your Teens Church Sunday Service or Cell meeting venue closest to them

ITEMS YOU MUST HAVE WITH YOU FOR YOUR TEEVOLUTION WALK – A – THON FOR SOULS

1. Copies Of TeeVo Devotionals For Distribution
2. Copies Of TeeVo Bible For Distribution
3. Copies Of Now That You Are Born Again
4. Teens Church Service or Cell Meeting Invitation Cards

HOW THE IYDWFS WILL WORK (THE PROGRAM STRUCTURE)

Walkathons provide a great combination of simplicity, fun, and effectiveness, making them a win-win-win for everyone involved. Here are steps to enable the planning and execution of the IYDWFS:

Start Promoting Your Walkathon Early: Give plenty of time to spread the word about the walkathon within your church at least one month prior to the date of the walkathon. Pick a date and commence communication within the church. Plan your walkathon route ensuring you are aware of the routes very well. Also doing a recce of the route long before the day will be very essential.

Prioritize Communication: Keep all registrants and participants in the loop by sending out updates as well as countdown communication as your selected event day draws closer.

Branded Merchandise Are Essential: Get your branded merchandise (T-shirts, Face Caps, Wrist Bands) for all who are participating. Also ensure you have ordered TeeVo Devotionals, TeeVo Bible, Invitation Cards as well as Now That You Are Born Again which will be used for evangelism.

Make Light Refreshment Available: Have water, soft drinks, light snacks, sweets for all participants in the TWFS

Plan With Traffic Authorities Within Your Catchment: Ensure to plan and organize with the traffic authorities within your catchment. They will aid in managing vehicular traffic and the safety of all (particularly if the walkathon routes are with high vehicular traffic areas)

Security Is Important: While impacting lives be security conscious. Have a roll call before and after the Walkathon to ensure everyone who went out also is back before the final benediction and dispersal.

Leverage Our Kings Chat: Take pictures and videos, as your Walkathon is ongoing, capturing the impact you are making in the lives of those you reach. Upload these pics and videos on individual as well as teen church Kings Chat handle. Also upload on other social media handles too. Let's keep everyone engaged with the TeeVolution Walkathon For Souls.

Don't Forget To Follow Up: Finally, after the IYDWFS, make follow up on all you met as you went out inviting them to church and making sure they attend either your Teens Church Service on Sunday or the cell meeting closest to the invited guest.

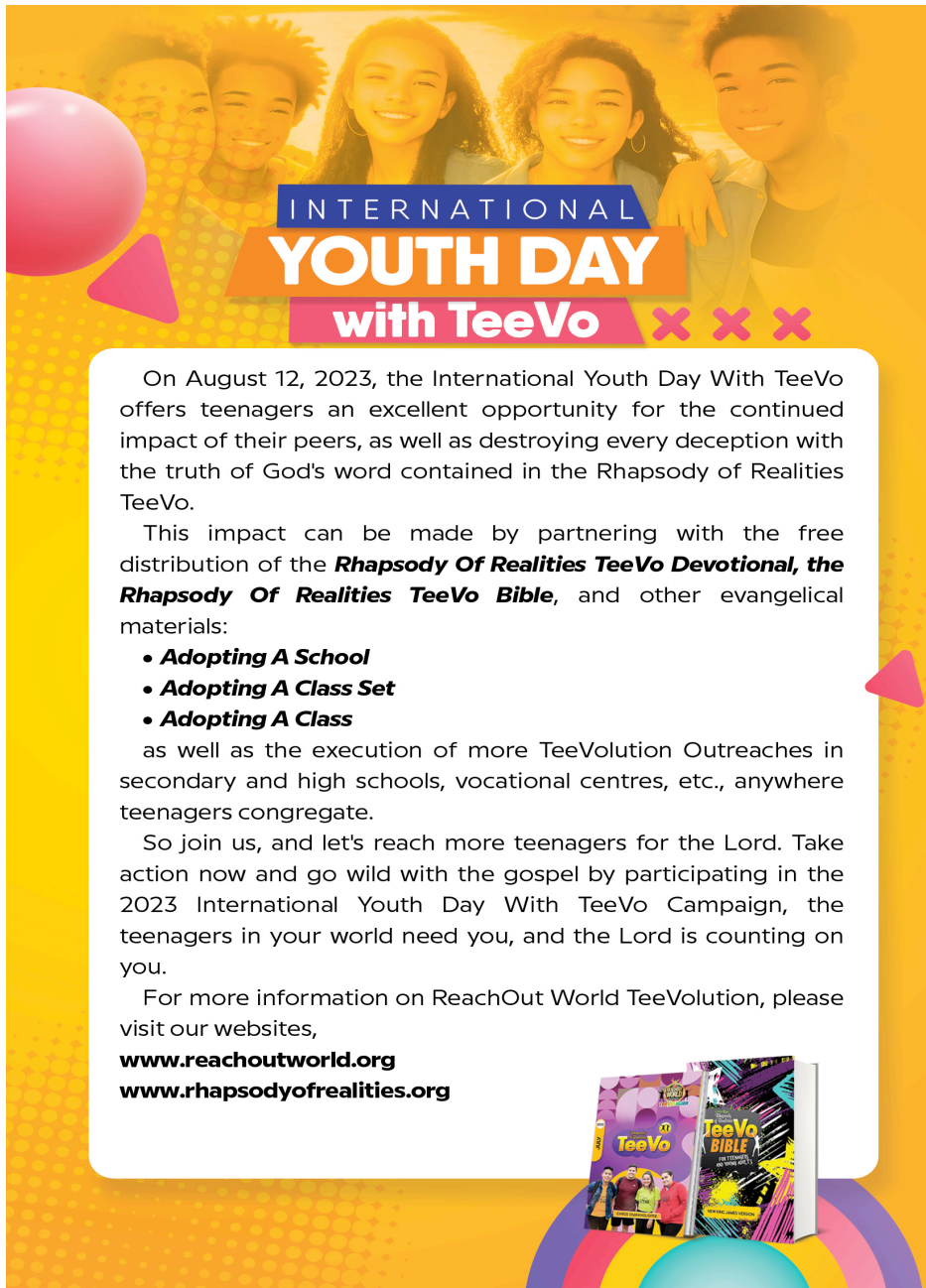
Current Status / Achievement Report

- I have developed to be deployed in the August 2023 edition of the Rhapsody Of Realities as well as the Rhapsody Of Realities TeeVo. (Pls see ecard

Brand Marketing (Strategy Plan Development) & Media Sub Department

MY REPORT

design and communication to be contained in the August Edition of the TeeVo

A vibrant promotional graphic for International Youth Day with TeeVo. The background is a warm yellow-orange gradient with a subtle pattern of small white dots. At the top, five diverse teenagers are smiling and posing together. Below them, the text 'INTERNATIONAL YOUTH DAY with TeeVo' is displayed in a stylized font. 'INTERNATIONAL' is in white on a blue rectangular background, 'YOUTH DAY' is in large white letters on an orange rectangular background, and 'with TeeVo' is in white on a pink rectangular background. To the right of 'with TeeVo' are three pink 'X' marks. In the bottom right corner, there are three small images of TeeVo products: a book titled 'TeeVo Bible', a book titled 'TeeVo Devotional', and a book titled 'TeeVo Bible' with a different cover design. The overall design is bright and energetic, with various geometric shapes like triangles and circles in shades of pink, orange, and yellow.

On August 12, 2023, the International Youth Day With TeeVo offers teenagers an excellent opportunity for the continued impact of their peers, as well as destroying every impact of the truth of God's word contained in the Rhapsody of Realities TeeVo.

This impact can be made by partnering with the free distribution of the **Rhapsody Of Realities TeeVo Devotional**, the **Rhapsody Of Realities TeeVo Bible**, and other evangelical materials:

- **Adopting A School**
- **Adopting A Class Set**
- **Adopting A Class**

as well as the execution of more TeeVolution Outreaches in secondary and high schools, vocational centres, etc., anywhere teenagers congregate.

So join us, and let's reach more teenagers for the Lord. Take action now and go wild with the gospel by participating in the 2023 International Youth Day With TeeVo Campaign, the teenagers in your world need you, and the Lord is counting on you.

For more information on ReachOut World TeeVolution, please visit our websites,

www.reachoutworld.org
www.rhapsodyofrealities.org

- We have developed promo script for IYD 2023, which is already in production with the media team. The promo should be ready and approved this week so as to commence deployment in churches from Sunday 16th July 2023
- Creation and development of script for Ecard communication is ongoing and should be ready for the deployment by the 24th of July 2023.

TEEVO KNOWS YOUR NAME

(Strategy Document)

There are over 1.2 billion teenagers in our world of different races, nations and cultures; each of these teenagers is unique and God knows each one by name. This year, as part of efforts to make the Reach Out World TeeVolution Campaign more engaging and more exciting for teenagers as we sponsor the free distribution of the TeeVo Devotional in thousands of languages, to different nations, cities, towns, streets, schools and households, we propose to add an exciting spin to the TeeVo Devotional tagged **"TeeVo Knows Your Name" (TKYN)**

What Is TeeVo Knows Your Name (TKYN)

TeeVo Knows Your Name is an exciting initiative we propose to add to the TeeVo Devotional, designed to engage teens all over the world, individually and uniquely by having their name(s) personalized on a copy of the TeeVo Devotional (Please see attached sample design of personalized TeeVo).

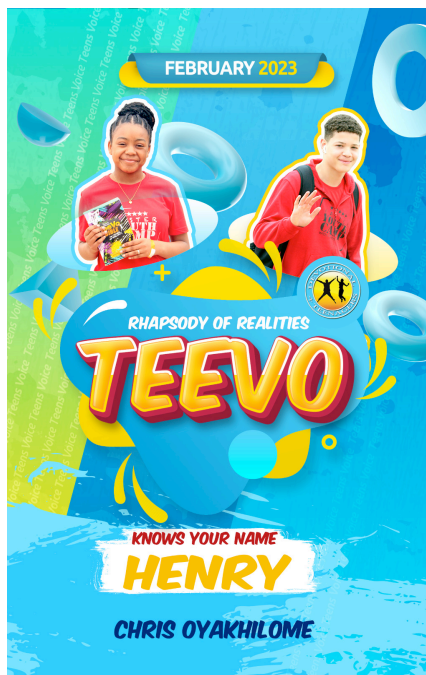
Thus, TKYN is designed to achieve the following objectives:

- Engender increased global demand for the TeeVo devotional from teenagers as the free distribution is ongoing in ROW TeeVolution; A dipstick research done has shown that teenagers would love to have a personalized copy of the TeeVo Devotional thus exuding these emotions: "This TeeVo is made especially for me because it has my name on it, Wow! TeeVo Knows My Name, Pastor Chris Knows My Name, Pastor Chris Knows Me"....)
- Increased love for the TeeVo brand by the target audience (Every teen who gets a personalized copy will love the TeeVo devotional/brand more)
- Increased brand awareness for the TeeVo Devotional / Brand both locally and globally
- Increased engagement/interaction between the TeeVo Devotional/brand and teens globally

How Will TeeVo Knows Your Name Work?

- TKYN is to be executed within select identified markets. These markets are Nigeria, Africa (other countries in East, North and West Africa with High TeeVo Patronage) Southern Africa, United Kingdom, USA, and Canada

- TKYN will run for a period of 3 months in each of the afore-mentioned locations however not concurrently.
- For the 3 months duration within selected location, it is proposed that copies of TeeVo Devotional comes personalized with names printed on the front cover of the TeeVo
- These will be common names bore by teens living within the specific locations in which TKYN is being executed i.e. For Nigeria, the TeeVo will be personalized with names from the North, South, East, West, South South (We already have put together about 250 common names bore by teens living within these regions in Nigeria)
- Using Nigeria as an example, the TeeVos personalized with common names bore in the west will be distributed within the west, same as the east, north, and the south south. The same will also be done when G.A.T is executed in the other identified locations
- It is proposed that these personalized TeeVos will be available both in physical format (10% of all TeeVo produced and distributed in Nigeria) and digital format (90% of all TeeVo produced). These digital formats will be uploaded on the TeeVotogo website.
- Through massive digital marketing and awareness generation campaign for the initiative, teens generally (both internally within our CE Churches and externally) will be reached to sponsor these personalized copies of the TeeVo to friends, relatives who bare these names. These recipients will also be encouraged to sponsor copies to other friends and relatives as well who bare the names on the copy of the TeeVo, thus creating a domino effect of sponsorship.
- If a teenager wants to sponsor a TeeVo to his / her friend and the name of the friend is not one of the names listed on any of the personalized copy of TeeVo, (either in hard or soft copy) the teen will have the opportunity to personalize that copy with the name of the recipients. This will only be available for digital copies of the TeeVo.



Proposed Launch

- We propose to have an official launch for TKYN stated as follows
 - The launch will be pre recorded and proposed to hold on a Saturday. Duration will not be more than 1.30 mins.
 - Invitees will be teens from our teen's churches that are to invite their friends and peers from outsides. Total no of teens present will not be more 50-100.

- 3-5 minutes edit of the launch will be shown during the Sunday service in our CE Teens Churches. Also in collaboration with the teen's ministry, we propose to show same video during the TeeVo Clubs meetings as well as on our different social media platforms.
- As part of our live advertising for the initiative communication we propose to deploy Live Size TeeVo (as product display units) in key location where teens can be found i.e. our CE Churches, sports fields, Secondary schools where we have our TeeVo Clubs.
- Also collaborating with our churches, we propose to work at getting them to sponsor the deployment of the campaign on digital outdoor billboards for a 30 days period within their area.
- Finally, we propose to use teen influencers and personalities to aid in igniting further gifting in their catchment.
- This initiative will be driven by massive digital marketing campaign to generate, awareness, excitement and participation.

Expected Result / Impact

Primary Impact

- Build massive external awareness for the Rhapsody Of Realities TeeVo Brand (Fame)
- Generate massive sponsorship and distribution drive of the TeeVo Devotional amongst the intended TA
- Generate exciting engagement amongst the teens target audience
- Massive Income generation via the execution of the initiative as both adults (parents) and teens will be willing to sponsor personalized TeeVo to their friends, cliques, acquaintances, family, friends who have their names written on the TeeVo etc

Current Status / Achievement Report

- Awaiting management's approval to execute the initiative

MONTHLY PROMOS FOR TEEVO DEVOTIONAL

Since the restructuring, based on the esteemed Director's instruction, we have created, scripted and produced in collaboration with the Media Team video promo for the TeeVo Devotionals.

These promos upon approval are sent for transmission during the monthly communion service. They are also sent to all our network stations, the TeeVo website as well as all our internal and external social media handles. Here are links to some of the promos.

CHALLENGES

- Delayed feedback / responses on projects and initiatives from my line manager
- No current support structure (sales team) to push Teens Publishing Marketing / Engagement initiatives