

more good foundation

a case study by



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Executive Summary

There is an increasing number of anti-Mormon Web sites flooding the internet today. Many non-members are looking to these Web sites to find information about the LDS Church. If members do not begin sharing their spiritual experiences online, the anti-Mormon sentiment will continue to dominate.

Goal

Our goal is to establish the More Good Foundation as a reputable online source for truthful information about the LDS Church and the go-to place for LDS bloggers by addressing concerns about missionary work online.

All LDS Church members have been urged to share the gospel and bring people to the truth. With the increase of technology, members are searching for new opportunities to fulfill this calling. Women of the church especially want to spread the joy of the gospel to everyone, but do not know where to begin.

Objectives

1. Increase the number of registered blogs on mormonblogger.com from 20 to 150 by August 31, 2010.
2. Raise the number of views of MGF videos on YouTube from 5,295 to 8,000 and the number of channel subscribers from 158 to 350 by May 14, 2010.
3. Increase the traffic to LDSMusic.net to 1,000 hits and 200 downloads by April 30, 2009.
4. Decrease the number of women who agree with the statement "I'm afraid I don't have enough doctrinal understanding" by 20 percent by May 14, 2010.

Key Publics

LDS Adults ages 18-34 are online for a good part of the day. They use the internet as their main form of communication. Most of these people, however, are unaware of the MGF and the tools it has to offer in beginning spiritual blogging. The MGF has a great opportunity to reach out to this public and help them begin blogging about their spiritual self.

Many LDS women ages 18-34 are blogging about their everyday lives. These women may not share their spiritual side online but they have started online conversation. These women are also unaware of the MGF. By working with the MGF, these women would be more likely to blog about spiritual experiences.

Women in the church generally feel less confident about their gospel knowledge than men. This is in some part due to the fact that more men serve missions than women. These women, ages 18-24, need to gain confidence in sharing the gospel. The MGF has the power to give these women the right tools and the needed confidence to share the gospel online. This public is important in providing the spiritual uplift needed in the conversion process.

Campaign Theme

As an advocate for missionary activity, the MGF has the power to influence the online community. In the world of technology, we are all "Called to Share." Every member should try to do their part to build the kingdom online. Members are aware of the LDS hymn, "Called to Serve" and are familiar with the call it extends. "Called to Share" is similar to this hymn and members will come to the MGF Web site because they will be drawn to the familiar phrase. Non-members will find the slogan different and want to find out more.

Strategies & Tactics

Communication has changed from one-on-one encounters to posting messages on MySpace, Facebook, blogs and other social media sites. Likewise, advertising for products has become increasingly present online. One blog, Seriously So Blessed discusses the Mormon culture stereotypes. Many women read this blog on a daily basis. The advertisements on this blog receive excellent coverage. The MGF could create a “Called to Share” advertisement to put on this site to attract women to the MGF Web site and cause.

Creating a blog can be challenging, but with the right motivation, and the right tools, it just might be fun. The MGF can sponsor a religious blog competition for all of its blog users. The best blog will receive a ticket to the BlogWorld expo in fall 2009. The second place winner will receive a blog facelift and the third place winner will receive a custom header. The winners will also be invited to attend a photo shoot with MGF where the pictures will be used by MGF and sent in news releases to local papers.

“Called to Share” is a catchy theme and a great slogan for people to remember the MGF. As an even greater reminder, the MGF can make stickers with this slogan to give away at classes, conferences and presentations. The stickers will provide a tangible reminder to those who come to the MGF that we are all “Called to Share.”

Evaluation

To evaluate the effectiveness of our campaign, we will measure the increase in traffic to the MGF Web site. We will track the number of videos watched on YouTube from the beginning of the campaign to the end. We will also track the number of registered blogs from the beginning to the end of the campaign. By doing this, we will

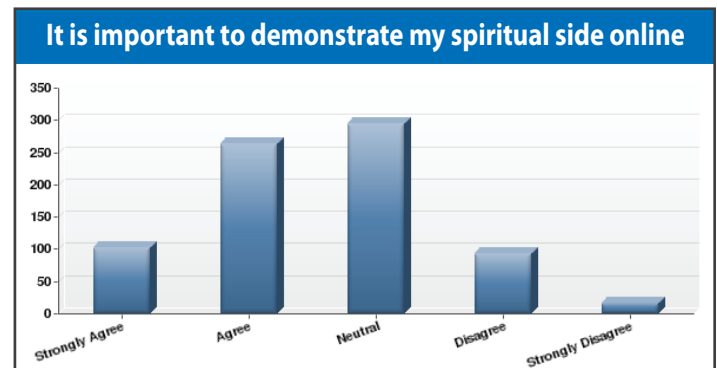
understand if our audiences were receptive and did their part in being “Called to Share.”

The External Environment

Members of the Church of Jesus Christ of Latter-day Saints are encouraged to spread the gospel. They are urged to serve missions and share their testimony with others, even through new technologies. In his address to graduates of Brigham Young University-Hawaii,

Elder M. Russell Ballard encouraged students to share their spiritual side online. He urged young adults to join the conversation. For some members, this call comes easily. For others who feel inadequate to combat anti-Mormon sentiments online, it is a challenge.

According to a survey conducted by Communications research students, many people agreed that sharing the gospel online is important. However, many were neutral as well. Very few disagreed with this statement, as seen in the bar graph below.

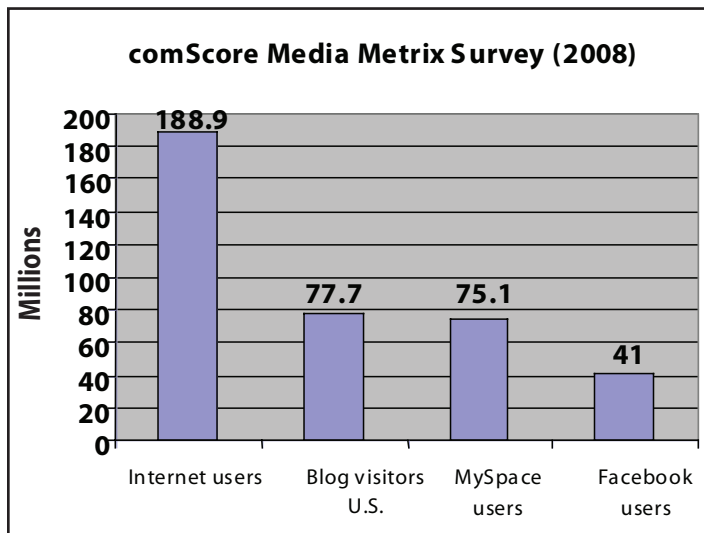


With hundreds of anti-Mormon Web sites supplying false information about the Church, it is difficult to compete. Members are faced with anti-Mormon sentiments wherever they look. This is why members are encouraged to join the conversation and make it easier for non-members to find accurate information about the Church online.

The Industry

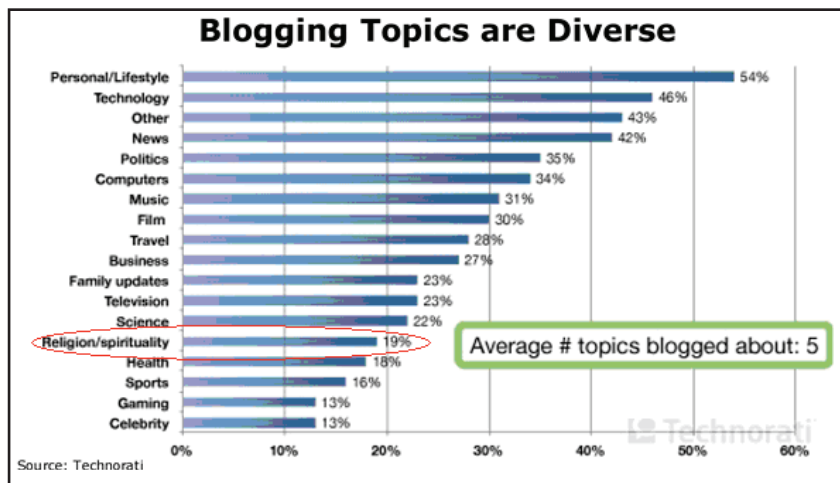
As technology advances, social media outlets have begun to dominate the online community. The use of blogs, social networks, forums and video Web sites has become a popular means of communication for people of all ages. Because of this new technology, blogs on all types of topics have emerged. No topic is off-limits online, not even the LDS Church. There are strictly LDS sites, but there are very few places for people to get information without going straight to the LDS Church.

According to a comScore MediaMetrix survey from August 2008, blogs have 77.7 unique visitors in the United States. Facebook has 41 million members, while MySpace has 75.1 million pages. The total Internet audience is 188.9 million. According to a Universal McCann study from March 2008, 77 percent of active Internet users read blogs.



Popular blogging topics include personal/lifestyle, technology, news and politics. Religion/spirituality ranked 14 on the

list of popular topics from a Technorati survey in 2008 (as seen in the graph below). On average, people use about five of these popular topics per post.



The Client

In 2005, jetBlue founder David Neeleman was beginning to see the effect of anti-Mormon propaganda on non-Mormons seeking for information about the LDS Church. When conducting an online search on Mormonism, the majority of links were to anti-Mormon Web sites. Neeleman decided that something had to be done. He founded the More Good Foundation, a non-profit organization that seeks to facilitate the sharing of accurate information about the LDS Church online.

The name "more good" is a literal translation of the word "Mormon." The More Good Foundation's goal is to facilitate personal expressions of faith through educating people about how to share their beliefs online. The foundation also seeks to create an un-gated community for both members and non-members. The term "un-gated" is used to imply that everyone is welcome, regardless of faith, gender or age. There are no restrictions as to who can

participate in the discussion about the LDS Church online.

Although the LDS Church does not officially sponsor the MGF, the foundation works closely with the Church's missionary committee. The two groups meet together almost weekly to share ideas on how to include the Church's presence online. The foundation obtains money from donors who are primarily LDS.

The More Good Foundation chose to create online Web sites where non-members could ask questions to everyday members. There are many people who want to talk to a non-authority, to see what an average Mormon is really like. Although the Church's mormon.org Web site is effective, the MGF realized that some people are seeking answers in a less official manner.

The Product

Currently, the More Good Foundation has 160 different Web sites in 24 languages, including English, Italian, German, French, Korean, Chinese, Portuguese, Mandarin and Spanish among others (listed in the chart below). Some

Languages of the MGF Web sites:

Albanian	Hindi	Russian
Arabic	Hungarian	Samoan
Chinese	Italian	Spanish
Danish	Japanese	Sweedish
Dutch	Korean	Tagalog
Finnish	Norweigan	Thai
French	Polish	Urdu
German	Portuguese	Vietnamese

of these Web sites include moregoodfoundation.org, MormonWiki.com, LDS.net and Christ.org. The MGF is active on Facebook and has many videos on YouTube. The MGF also has a few other

projects in the works, including LDSMusic.net, a site where users could download uplifting music. A brief description of these main four sites follows.

MGF Web site

Through moregoodfoundation.org, LDS users can create a blog in which to share their spiritual experiences. The site provides an introduction to blogging, explains how to sign up and gives ideas on what to blog about.

Mormon Wiki

MormonWiki.com is a takeoff of Wikipedia, the online encyclopedia in which any average person can contribute. Mormon Wiki provides information about individuals, places, doctrines and beliefs of the LDS Church. The site suggests that all articles on the wiki should be directed toward non-members. Anyone can join and be a contributor on the site.

LDS.Net

LDS.net provides an online forum for both members and non-members. Since the name is very similar to the Church's official Web site, there is a disclaimer at the top with a link to LDS.org. LDS.net also has links to news, videos, groups, pictures, quizzes, blogs and live chat.

Christ.org

On Christ.org, users can watch videos, listen to music, look at pictures or read articles about Jesus Christ. It is a site that invites people of all faiths to learn more about Christ.

"We cannot ignore the blog. It is a rapidly emerging political and cultural entity whose importance is likely to increase. It is our contention that blogs not only tell us about those who write them, but quite a bit about particular urban areas in which we find them."
-University at Buffalo Blog Research Study

Communication Environment

People no longer search library books or ask a peer for information. They find the information themselves through the Internet, television or newspapers. Information about the Church is no different. The Internet has enabled people to find information faster and has become more accessible than ever. People can become experts on any topic, including religion, within minutes. Anyone can search the Internet or check a blog to find information on any religion.

Prominent members of the LDS Church have also been garnering more media attention than ever. News stories, television stories and the Internet flood society with false precepts about the Church. Consequently, non-members are going online to find out more about LDS beliefs, doctrine and lifestyles. The Church is now getting more favorable coverage; however, there is still anti-Mormon sentiment throughout the Internet community.

Former members of the Church as well as those who have never been associated with the LDS Church supply the majority of this sentiment. Other faiths have begun similar efforts to encourage gospel discussion as well. A popular Catholic blog on Google search, www.catholicblogs.blogspot.com has links to blogs from clergy, other religious leaders and everyday members. The most popular Judaism blog according to Google search is Jewishblogging.com.

Popular Blogs of Different Faiths:

Catholicism: catholicblogs.blogspot.com

Christianity: christianblogs.christianet.com

Judaism: jewishblogging.com

com. This site offers links to posts about different subjects, music, discussion and so forth.

Christianity has a big blogging presence as well. One of its most popular sites, christianblogs.christianet.com links people to discuss topics of religion. These blogs are a sign that more and more people are going to the internet for their information about religion. This presents the perfect opportunity for the MGF and its members to join the conversation.

The Competition

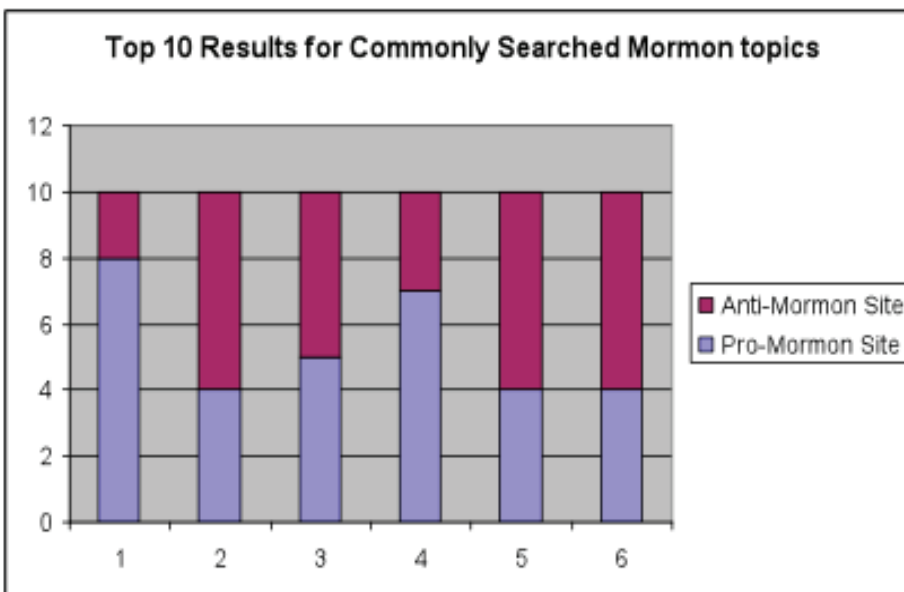
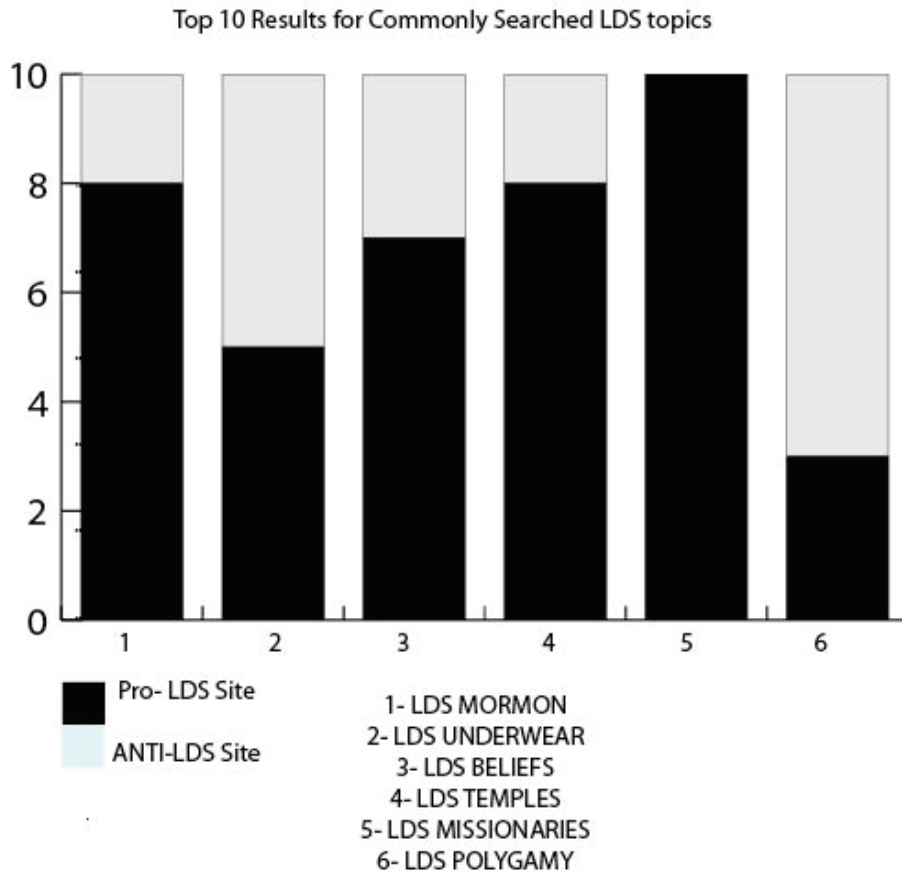
Competition for the More Good Foundation and their Web sites such as LDS.net and Christ.org is of course the great number of anti-LDS Web sites on the Internet. These places have been around for much longer than More Good has, and therefore have a much greater presence and influence on the Internet. As seen in the graphs on the following page, more positive results appear when the user is searching for LDS-related topics. When the user types in the word "Mormon," he gets anti-Mormon results at least half of the time on four topics. In both graphs, anti-LDS/anti-Mormon Web sites dominate on the topics of polygamy and underwear. Perhaps this is because both topics are sensitive and LDS members are less inclined to write about garments or polygamy.

Other competition comes in the form of the official LDS church Web sites as well, because they are places where people are more apt to look for information about the Church. The MGF Web sites are more secondary resources for interested investigators using the Internet. There are also many more other kinds of sites that offer information about the church, such as FAIRlds.org, MormonInfo.org and more just like these.

Resources

The More Good Foundation is currently funded through donations, and the MGF Web site features information on how people can donate online. The foundation has a number of employees who are specialized in many areas, from language and business to advertising and marketing. The MGF employs six full-time staff, 20 part-time staff and 80 volunteers (as seen in the graph on the following page). Many of the employees served foreign missions, so they are nearly fluent in other languages. These translators do great work but are more affordable because they do not charge as much as a native speaker would. They also have experience doing missionary work, so they know what messages to send to those not of the LDS faith.

Employees of the MGF are primarily LDS, so they have a great understanding of what the foundation is trying to accomplish. There are also some employees who are converts to the LDS Church, so they can provide some outside perspective. They can better predict how non-members would react to certain messages, beliefs or doctrines. They know



how non-members think and where they would turn for information about a religion.

The resources needed require access to the Internet and social media features, most of which are free or very inexpensive. Although, the foundation does have many volunteers who speak foreign languages, they are always looking to recruit more.

The foundation is currently looking to create an advisory board with professionals from different fields. Other resources include individuals with influence and many contacts, such as David Neeleman, Ken Wooley and Steve

Anderson. They are major donors with a lot of contacts.

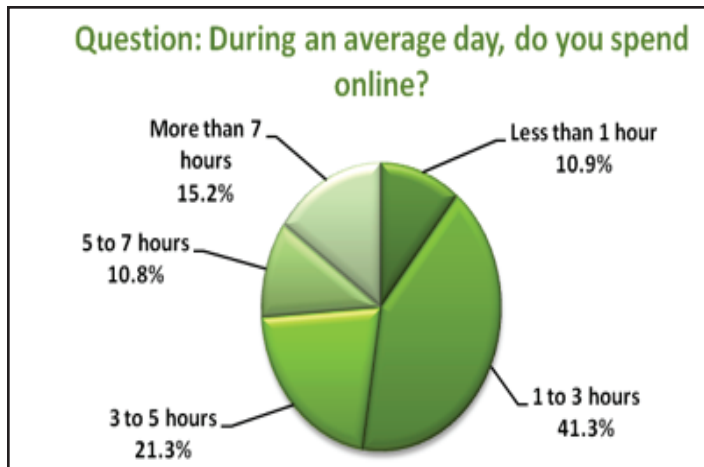


SWOT Analysis

		Positive (+)	Negative (-)
		Strengths	Weaknesses
Internal		<p>Comprehensive Web sites Good online environment Accurate information</p>	<p>Web sites are cluttered Organization has too much on its plate = no real focus Web site can only take someone so far (i.e. cannot put up info on how to reach the missionaries, etc.) Resources are strained Vague objectives</p>
External		<p>Target LDS super-users to spread the word and encourage others Streamline Web sites to make them easier to navigate Use every social media tool available to reach audiences Constant growth of the internet means a good opportunity to expand presence online Access to more and more social media tools</p>	<p>May be viewed as a front group Adverse publicity to church affiliation Outnumbered by anti-Mormon Web sites Unknown presence online Costs for projects are high and funds are limited Unfocused efforts may lead to a failing organization</p>
		Opportunities	Threats

Public Profiles

The majority of the public is unaware of the More Good Foundation. Those who do know about the MGF, however, have a positive view. Potential key publics include the LDS Internet users who do not blog, LDS bloggers unaware of the MGF initiative, those who were converted through the efforts of the MGF, the More Good Foundation itself and females ages 18-24 who are not confident about their gospel knowledge.



LDS Adults ages 18 to 24

One of the target audiences is LDS adults ages 18 to 24 who are online more than five hours a day. These users are active on Facebook and other social networking Web sites. This constitutes about 26 percent of those surveyed in the preliminary research, as seen in the pie chart above.

The BYU Facebook network alone has 45,829 people in it, and the majority of those people could be defined as super-users. The majority of these people are unaware of the MGF. There is a group for “LDS members around the world” which

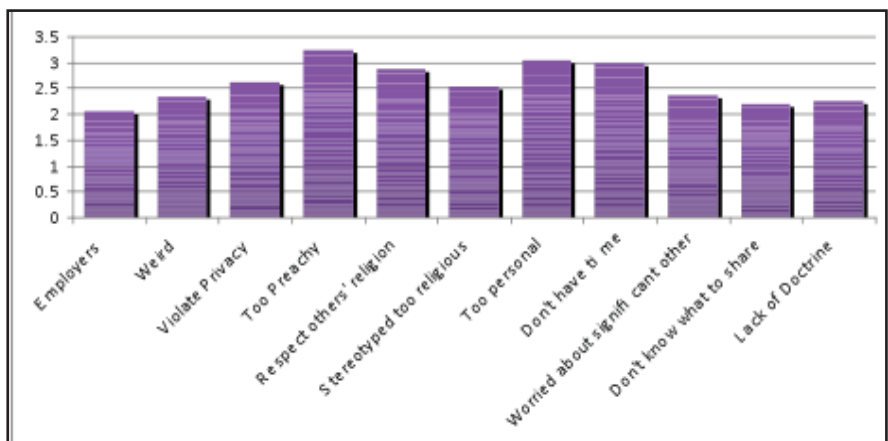
MGF Presence on Facebook

BYU Facebook: 45,829 people
 “LDS Members from around the World” group: 6,698
 “The More Good Foundation” cause: 203
 “The More Good Foundation” group: 66

has 6,698 members. The foundation has a “cause” application on Facebook where people may also donate money. The cause only has 203 members and has the potential for so many more. There are many more applications like this on Facebook but they do not have many followers either.

Blogging is becoming a popular form of online communication, and the driving force behind the MGF’s efforts. These super-users are spending so much time on the Internet and could potentially devote some of this time to blogging about the church and sharing the gospel. These people already know their way around the Web, and probably know how to use simple applications and features related to blogs. They would make a good public because of their current knowledge base about the Internet and the Church; the key is getting them to bring the two together. Their biggest concerns, along with everyone else surveyed, are sounding too preachy, too personal or not having enough time, as seen in the graph below.

Major Concerns about Sharing Religious Beliefs Online



* Graph provided by Communications 318 research students

Women unaware of the MGF

Many LDS women (ages 18-24) are part of the “blogosphere” but are unaware of the MGF initiatives. When asked if an LDS general authority would encourage people to begin blogging online, the majority of people said yes, as seen in the graph below.

Please respond to the following questions regarding online participation:

#	Question	Yes	No	Responses	Mean
1	If an LDS church general authority encouraged you to do so, would you include more about your religion in online activities?	654	62	716	1.09
2	If there was a Mormon Facebook, would you be interested in using it?	368	343	711	1.48

* Graph provided by Communications 318 research students

The dilemma is that the majority of members are unaware of the MGF efforts and those of Elder Ballard to encourage gospel conversation online. Married women in particular are very involved with blogging, although many single women have blogs as well. Men are less likely to blog. A lot of these women are mothers and are blog-friends with other LDS mothers, and they write about their children and families. These women regard family as an essential part of their lives and enjoy the support from women who share these thoughts. If they start sharing their religious selves online, their friends might also. Some women write entire posts about the church and share their testimonies. These women are a good target audience because they already feel comfortable sharing their lives online, and those who have shared the gospel obviously do not have any problems with it. For those women who do not talk about the church, they probably do

not because they do not feel they have enough doctrinal knowledge to do so. These women have a lot of people they have never met reading their blogs, so any mention of the Church is a step in the right direction and they are already doing their part without realizing it.

The More Good Foundation

The More Good Foundation has established efforts for members to begin conversation about the Church online. Its efforts

spread across many Web sites, languages and people. The MGF’s self-interest is to share correct information about the gospel online. The foundation is concerned that non-members are getting a false view about the Church due to the many anti-Mormon Web sites. The MGF is seeking to redefine its efforts, which calls for much communication between the foundation and this campaign team.

MGF Converts

People converted through the MGF efforts know the organization personally. They have seen it work firsthand and have positive experiences with it. These converts could be an intervening

Online Activities	Rank Order of Mean	
	Super-user	User
Giving comments in religious discussions**	455.00	378.21
Sharing your testimony**	450.76	379.46
Posting spiritual thoughts, sayings, or scriptures**	472.25	374.49
Providing a regular journal of your life**	479.02	371.29
Providing links to official LDS Church sites and other Mormon sites**	480.47	375.46
Posting religious music*	429.24	383.45
Posting religious videos**	461.06	377.27
Utilizing LDS groups or applications in online profiles*	437.62	381.49
Having religious conversations through instant messaging**	476.55	376.07
* = statistical significance of (p<.05) ** = statistical significance of (p<.01)		
Graph provided by Communications 318 research students		

public to members who are unsure about sharing their spiritual selves online. Members would be more apt to sharing personal or spiritual information about themselves if they could see the results first-hand. By using those people who converted to the church through the MGF as an influential public, members would understand the importance of sharing their spiritual selves online. These converts' self-interest would be to share the gospel message with everyone they can.

People converted through the MGF could also be a key public. Those who converted through the MGF are most likely sharing their spiritual side online anyway. They could foster conversation among people and bring people true information about the church. Converts self-interest is to share the gospel with everyone they know. Church authority and other members influence them.

Women 18-24, not confident about doctrinal knowledge

The last key public is women ages 18-24 who are not confident about sharing their beliefs online. As seen in the graph below, the biggest disparity between men and women was to the response "I'm afraid I don't have enough doctrinal understanding." They feel that they do not know enough about the Church to answer

questions on forums, or even to create a blog on the More Good Foundation's Web site. They want to follow the counsel of Elder Ballard, but they do not feel adequate.

Intervening Publics

Intervening publics include LDS super-users who already share their LDS beliefs online, as well as BYU religion professors. Those who already blog can encourage their friends to do the same. BYU religion professors try to involve students in religious essay competitions. Many of these essays could be published online. These professors could also challenge their students to share the gospel online or could even offer extra credit for doing so.

Situation Analysis

The More Good Foundation has established itself as a resource for LDS conversation online. The foundation has reached a point where simply using Internet tools is not effective enough to reach its target audiences. There is still plenty of anti-Mormon sentiment online.

One difficulty is that many members feel uncomfortable sharing such a personal part of their lives online. Others feel that they do not know enough to communicate effectively to non-members. There are others still who are not tech-savvy or simply do not have enough time to devote to a blog. If these difficulties are not resolved, then non-members will continue to turn to anti-Mormon Web sites

Concerns for not Sharing Religious Beliefs Online	Rank Order of Mean	
	Male	Female
Might violate my sense of privacy**	324.35	370.92
Might seem too preachy**	319.90	377.22
I want to respect the religious views of those who may view my posting**	322.19	375.63
My religious side is too personal to share online**	322.52	379.88
I don't feel like I know what to share about my religious side**	314.67	383.67
I'm afraid I don't have enough doctrinal understanding**	282.01	411.33
My employers can view my profile	356.34	352.08
It is considered weird	356.56	349.16
I'm afraid of being stereotyped as overly religious	349.34	353.28
I don't have time	356.41	343.74
Developing relationships could have a negative effect on the relationship with my significant other	354.84	352.89
* = statistical significance of (p<.05) ** = statistical significance of (p<.01)		
Graph provided by Communications 318 research students		

for information. Other problems could result from the foundation's reliance on the LDS Church, making members less inclined to get involved. The LDS Church could come out and say that members should no longer participate in blogs and forums associated with the More Good Foundation.

Core Problem and Opportunity

Because inaccurate information about the LDS Church is dominating the Internet, non-members are getting incorrect information online and are forming incorrect perceptions about the Church. If Church members do not create a stronger online presence to discuss their spiritual experiences, the inaccurate online information about the Church will continue to have greater influence.

Problem Summary

The More Good Foundation seeks to facilitate spiritual discussion online, but their efforts are not as effective as they could be. Many Church members feel they do not have enough gospel knowledge to write about their beliefs online. Others simply do not have enough time. Although the MGF has many Web sites, it is still relatively unknown among LDS bloggers.

Goal

Our goal is to establish the More Good Foundation as a reputable online source for truthful information about the LDS Church and the go-to place for LDS bloggers by addressing concerns about missionary work online.

Objectives

1. Increase the number of registered blogs on mormonbloggers.com from 20 to 150 by August 31, 2010.
2. Raise the number of views of MGF videos on YouTube from 5,295 to 8,000 and the number of channel subscribers from 158 to 350 by May 14, 2010.
3. Increase the traffic to LDSMusic.net to 1,000 hits and 200 downloads by April 30, 2009.
4. Decrease the number of women who agree with the statement "I'm afraid I don't have enough doctrinal understanding" by 20 percent by May 14, 2010.

Campaign Theme

Called to Share: We chose this theme because it takes off of the popular LDS hymn "Called to Serve." This hymn is about missionary work and how all members receive the call to share the gospel. In this campaign, all members are called to share their testimonies online. Members will recognize this phrase and think of the hymn. Non-members will not recognize this phrase, but they will not be turned off by it either since it uses common words.

Key Publics and Messages

LDS Adults ages 18 to 34

One of the target audiences is LDS adults ages 18 to 34 who are online more than five hours a day. These users are active on Facebook and other social networking Web sites, but do not

blog. Many are in college, specifically at Brigham Young University or other Church-affiliated universities. However, there are many other LDS young adults throughout the country who fall into this category.

These Church members lead busy lives—usually either going to school full-time or working full-time. While they are active in the Church and want to share the gospel, they do not have a lot of time to do so. Their self-interests are their families and marriages (both current and prospective). They are looking for ways to do good without spending time away from their families and friends.

Currently, this public has little to no relationship with the More Good Foundation. These Internet users do not blog, so they are probably unaware of the MGF efforts. Third-party influentials include friends, neighbors, ward members, bishops, professors, families and co-workers.

Primary Message: Blogging is easier than you think. Sharing the gospel online is a great way to contribute to the missionary efforts of the Church from the comfort of your own home.

Secondary Messages: Over 77 million people in the United States read blogs. Blogging is a new form of social media. You're already online a few hours everyday. Why not devote some of that time to blogging? You are called to share.

Women unaware of the MGF

Many LDS women (ages 18-34) are part of the "blogosphere" but are unaware of the MGF initiatives. Many live in Utah and are stay-at-home moms, although some are unmarried college students and others live throughout the country. They are primarily Caucasian and are

part of the middle-class. Their self-interests are their families, getting many comments on their blogs and staying in touch with old friends.

Currently, this public has no relationship with the MGF. They are completely unaware of the More Good Foundation initiative so they do not have a positive or negative impression. Third-party influentials include friends, neighbors, ward members, bishops, Relief Society, other LDS bloggers, the author of *Seriously So Blessed* and families.

Primary Message: The More Good Foundation needs your help to combat the anti-Mormon information online. You are called to share.

Secondary Messages: You're always looking for ways to share the gospel. Here's an easy one – and it's something you already know how to do. You have something important to say. Try blogging about your beliefs a few times a month. Imagine the peace of mind you will feel after doing your part in the missionary efforts. Post links to talks by general authorities and official Church Web sites. You have the power to lead people in the right direction.

Women 18-24, non-bloggers and not confident about doctrinal knowledge

The last key public is women ages 18-24 who are not confident about sharing their beliefs online. Many of these women agreed with the statement "I'm afraid I don't have enough doctrinal understanding." The majority of this group did not serve an LDS mission. Though they may still have strong testimonies, they feel that other people are more qualified to share doctrine about the Church. Some are married and many are single. Some are even stay-at-home mothers. Many are in school and others may work

full time. Their self-interests include sharing the gospel, being in their comfort zone, preparing to be a wife and mother and succeeding in school and work. Some are aware of the More Good initiative, but they do not have the confidence or tools to share the gospel. They are not online as much as some of the other publics. Many are students and have busy lives so they do not spend much time thinking about sharing the gospel online. Third party influentials include their families, friends who have served missions and church leaders.

Primary Message: As women of the Church, you have the power to lift others through your testimony. Your experiences and trials are unique and could help someone in a similar situation.

Secondary Messages: You are called to serve. Share your testimony online by going to www.moregoodfoundation.org. It doesn't take long to start a blog that could change someone's life.

Strategies and Tactics

LDS Adults ages 18 to 34

Strategy: Through face-to-face and online communication, we will persuade adults ages 18-34 to create a blog on the More Good Foundation Web site.

Tactics:

1. Produce advertisements to be distributed on Facebook.
2. Offer a class during Education Week in August 2010 about how to get started blogging about the LDS Church.
3. Hold a class about religious blogging at the Utah Valley Big Business and Technology Expo

(UVBBTE) on March 11-12, 2009.

4. Establish a weekly e-mail blast containing an inspirational quote about sharing the gospel.
5. Broadcast a PSA on KBYU about the MGF at the Technology Expo one week prior to the event.
6. Distribute "Called to Share" stickers at the Utah Valley Big Business and Technology Expo (and distribute remaining stickers at other events).

Women unaware of the MGF

Strategy: Through face-to-face and online communication, we will persuade LDS women who blog to begin sharing their religious beliefs online.

Tactics:

1. Hold a class on religious blogging at the Utah Valley Women's Expo (UVWE) on May 2 – 3, 2009.
2. Hold a class on religious blogging at the BYU Women's Conference on April 29 – 30, 2010.
3. Post an advertisement on the Seriously So Blessed blog.
4. Create a competition for the best religious blog post on moregoodfoundation.org.
5. Produce an e-newsletter to inform members of the MGF about the blogging competition.
6. Create a "getting started" section on moregoodfoundation.org for how to begin writing religious posts on current blogs or creating a separate religious blog.
7. Broadcast a PSA on KBYU about the MGF at the Women's Expo one week prior to the event.
8. Submit a news release to the LDS Church News publication about religious blogging and the MGF influence on bloggers.

Women 18-24, non-bloggers and not confident about doctrinal knowledge

Strategy: Through the use of face-to-face, mass and online communication, we will persuade

these women to blog about their religion by providing the necessary resources and filling them with confidence.

Tactics:

1. Hold a class on religious blogging at the BYU Women's Conference on April 29 – 30, 2010.
2. Create a Frequently Asked Questions section on moregoodfoundation.org
3. Create a brochure with testimonials of women who have shared their beliefs online although they were not confident to start. (To be distributed at Women's Expo, Women's Conference and through direct mail.)
4. Enrichment activity classes taught by MGF employees. (Inquiry available on Web site.)
5. Develop an instruction kit to enable LDS bloggers to teach a class at a branch, ward or stake level about religious blogging.
6. Send out a news release introducing Enrichment classes (either to have an MGF employee teach, or encouraging women to download the kit to have a ward member teach).
7. Send out a news release introducing LDSMusic.net and informing users how to download the music from the site.

be printing and distributing tactics, appearing at conferences and airing public service announcements. Near the end of the campaign we will monitor the success of each tactic in terms of audience reach, change in behavior and cost to produce.

The following pages contain the condensed calendar, with tactics organized by public. The full calendar, with details for each step of the tactics, can be found in the appendix.

Calendar

Our campaign will last a total of 21 months, from December 2008 to August 2010. The beginning stages of our campaign will be mostly reserving spots for advertisements and presentations, in addition to sending out press releases. We will also be adding some new sections to the Web site, obtaining donations to offset production costs and launching the blogging competition.

During the middle of our campaign we will

2008 |-----| 2009 |-----|

Dec. Jan. Feb. March April May June July Aug. Sept. Oct. Nov. Dec.

Public: Adults 18-34

Facebook Ad _____
Education Week _____
Tech Expo _____
E-mail blast _____
PSA - Tech Expo _____
Called to Share Stickers _____

Public: Women Unaware

Women's Expo _____
Women's Conference _____
SSB Ad _____
Blog Competition _____
E-Newsletter _____
Getting Started _____
PSA - Women's Expo _____
News release - Church News _____

Women 18-24 unconfident

Women's Conference _____
FAQ section _____
Testimonial Brochure _____
Enrichment Class _____
Instruction Kit _____
News release - Enrichment _____
LDSMusic news release _____

Jan. Feb. March April May June July Aug.

Public: Adults 18-34

Facebook Ad

Education Week

Tech Expo

E-mail blast

PSA - Tech Expo

Called to Share Stickers

Public: Women Unaware

Women's Expo

Women's Conference

SSB Ad

Blog Competition

E-Newsletter

Getting Started

PSA - Women's Expo

News release - Church News

Women 18-24 unconfident

Women's Conference

FAQ section

Testimonial Brochure

Enrichment Class

Instruction Kit

News release - Enrichment

LDSMusic news release

Budget

Public	Strategy	Tactic	Cost	Offset by Donation?
LDS Adults ages 18 to 34	Through face-to-face and online communication, we will persuade adults ages 18-24 to create a blog on the More Good Foundation Web site.	Produce advertisements to be distributed on Facebook.	Dependent on type of ad (Cost per impression vs. Cost per click) Σ Min \$5/day= 7 clicks, or 16,000 impressions per day	Yes
Subtotal for public = \$1650-1750		Offer a class during Education Week in August 2010 about how to get started blogging about the LDS Church.	Free to have the class. Application requires a videotape, so only cost would be for the man hours to produce it and the cost of the tape and postage to send it	Yes
		Have a booth at about religious blogging at the Utah Valley Big Business and Technology Expo in March 2009.	Booths are 10' x 10' and run from \$799 to \$899 Cost of supplies and freebies is variable	Yes
		Called to Share stickers- bumper and smaller ones to wear	\$800	No
		Broadcast a PSA on KBYU about the MGF at the Technology Expo one week prior to the event	None	Yes

Public	Strategy	Tactic	Cost	Offset by Donation?
Women unaware of the MGF	Through face-to-face and online communication, we will persuade LDS women who blog to begin sharing their religious beliefs online.	Hold a class on religious blogging at the Utah Valley Women's Expo on May 2 – 3, 2009.	Booths are 10' x 10' and generally run \$699 Cost of supplies and freebies is variable	Yes
Subtotal for public = \$750-800		Hold a class on religious blogging at the BYU Women's Conference on April 30 – May 1, 2009.	Application process is similar to CES Education Week as described previously Free to teach.	Yes
		Post an advertisement on the Seriously So Blessed blog.	No response yet, but shouldn't be more than \$50-100 for a one month span	Yes
		Create a competition for the best religious blog post.	Prizes based on donations	Yes
		Create a "getting started" section on moregood-foundation.org.	None	No
		Broadcast a PSA on KBYU about the MGF at the Women's Expo.	None	No
		Submit a news release to the LDS Church News publication about the MGF and religious blogging.	None	No

Public	Strategy	Tactic	Cost	Offset by Donation?
Women 18-24 not confident about doctrinal knowledge	Through the use of face-to-face, mass and online communication, we will persuade these women to blog about their religion by providing the necessary resources and filling them with confidence.	Hold a class on religious blogging at the BYU Women's Conference on April 30 – May 1, 2009.	Application process is similar to CES Education Week as described previously Free to teach/ have a booth	Yes
Subtotal for public = \$1,000		Create a Frequently Asked Questions section on moregood-foundation.org	None	No
		Create a brochure with testimonials of women who have shared their beliefs online.	Design process may be expensive if not done by volunteer Printing cost- appx. \$1,000	Yes
		News Release about LDS Music launch	None	No
		Enrichment activity classes taught by MGF employees	None	No
Grand total = \$3,400 to \$3,550		Instruction kit to enable LDS bloggers to teach a class at a branch, ward or stake level about religious blogging	None (send it digitally and available on MGF Web site)	No
		News Release about Enrichment classes	None	No

Communication Confirmation

Key Public	Self-Interest	Primary Messages	Influentials	Objectives	Strategies	Tactics
LDS Adults ages 18-34	Families and marriages (current and prospective)	Blogging is easier than you think, so why not? You are called to share	Friends, neighbors, ward members, bishops, professors, families and co-workers	Increase the number of registered blogs on the MGF Web site by 15 percent by August 31, 2010.	Face-to-face and online	Facebook advertisements Blogging class -Education Week Utah Business and Tech Expo Weekly e-mail blast PSA for Tech Expo Called to Share stickers
Women unaware of the MGF	Families, keeping in touch with friends and receiving comments on their blogs	We need your help to combat the anti-Mormon information online. You are called to share.	Friends, neighbors, ward members, bishops, Relief Society, LDS bloggers	Raise the number of views of MGF videos on YouTube by 30 percent by May 14, 2010.	Face-to-face and online	Religious blogging class – Women’s Expo BYU Women’s Conference blogging class Advertisement on Seriously so Blessed Best Religious blog competition Newsletter

Key Public	Self-Interest	Primary Messages	Influentials	Objectives	Strategies	Tactics
Women unaware of the MGF (continued)						about blogging competition "Getting Started" – blogging section on MGF Web site Women's Expo PSA Church News Release
Women 18-24, not confident about doctrinal knowledge	Sharing the gospel, staying in their comfort zone, preparing to be a wife and mother, succeeding in school and work	As women of the Church, you have the power to lift others through your testimony. Your experiences and trials are unique and could help someone in a similar situation.	Families, friends who have served missions, church leaders	Decrease the number of women who agree with the statement "I'm afraid I don't have enough doctrinal understanding" by 20 percent by May 14, 2010. Increase the traffic to LDS-Music.net to 1,000 hits and 200 downloads by April 30, 2009.	Face-to-face, mass and online	BYU Women's Conference class FAQ section on MGF Web site Testimonial brochure for women Enrichment activity Instruction kit for church training News release about Enrichment activities News release about LDSMusic.net

Evaluation Criteria and Tools

Objective	Evaluation
<p>Increase the number of registered blogs on mormonblogger.com from 20 to 150 by August 31, 2010.</p>	<p>We can easily track this by looking at the number of new sign-ups on moregoodfoundation.org. We will look at the numbers at the beginning of the campaign and periodically until Education Week.</p>
	<p>We will look at the efficacy of the Facebook ad during its run in January. Two weeks after launching the Facebook ad, we will reevaluate our audience and, if needed, change the ad and distribution accordingly.</p>
	<p>We will discuss the efficacy of our presentation at the Utah Valley Big Business and Technology Expo on March 11-12, 2009.</p>
	<p>We will discuss the efficacy of our class at BYU Education Week, especially noting the number of new sign-ups during the next week. We will present all of our findings for this public on October 31, 2010.</p>
<p>Raise the number of views of MGF videos on YouTube from 5,295 to 8,000 and the number of channel subscribers from 158 to 350 by May 14, 2010.</p>	<p>We can easily track this by looking at the number of subscribers and views YouTube has at the beginning of the campaign, and periodically after we launch our instructional video.</p>
	<p>We will look at the change in search engine results for common LDS blog terms after the Utah Valley Women's Expo to see if YouTube had any extra hits.</p>
	<p>After the LDS blog competition, we will look at the change in search engine results for common LDS blog terms and see if YouTube was high ranking.</p>

Objective	Evaluation
<p>Raise the number of views of MGF videos on YouTube from 5,295 to 8,000 and the number of channel subscribers from 158 to 350 by May 14, 2010 (continued).</p>	<p>After the MGF presentation at BYU Women's Conference 2010, we will look at the change in search engine results for common LDS blog terms and the increase in YouTube videos. We will present all our findings for this public by May 14, 2010.</p>
<p>Increase the traffic to LDSMusic.net to 1,000 hits and 200 downloads by April 30, 2009.</p>	<p>Track the number of hits LDSMusic.net receives by April 30.</p>
	<p>Track the number of songs downloaded from the Web site.</p>
	<p>We will track the number of blogs that have LDSMusic.net music posted on their blog. We will present all of our findings for this public by April 30, 2009.</p>
<p>Decrease the number of women who agree with the statement "I'm afraid I don't have enough doctrinal understanding" by 20 percent by May 14, 2010.</p>	<p>We will analyze surveys after BYU Women's conference 2010 to note the decrease in women who agreed with the statement "I'm afraid I don't have enough doctrinal understanding."</p>
	<p>We will also look at the traffic to the new Frequently Asked Questions page.</p>
	<p>Track the number of hits LDSMusic.net receives by May 14, 2010.</p>
	<p>Track the number of songs downloaded from the Web site.</p>
	<p>We will track the number of blogs that have LDSMusic.net music posted on their blog. We will present all of our findings for this public by May 14, 2010.</p>

Product Pages and Tactics

Web Advertisement

Facebook advertisements are a great way to reach LDS people ages 18-34. Most people in this age group have Facebook accounts and notice the advertisements that pop up on their screen. The MGF can create a “Called to Share” advertisement to be distributed through Facebook. The ad would be shown in the BYU network or the Provo, UT network. Many members would see this ad and the familiar phrase and want to know more about it.



Natalie Withers Mitts

- Wall
- Info
- Photos
- Boxes
- +

- Update Status
- Share Link
- Add Photos
- Visual Bo...
- Causes

What are you doing right now?

Post

View Photos of Me (356)

View Videos of Me (2)

Edit My Profile

I heart frisbee.

Information

Networks:

BYU '08

Relationship Status:

Married to Jimmy Mitts

Birthdays:

September 2

Current City: Provo, UT

Friends

938 friends

See All



Julie Curtin



Brandon Draper



Meg Yancey

Nov 8



Natalie already read **The Notebook** by Nicholas Sparks in LivingSocial: Books. 2:31pm - Comment - Show 3 More Posts

Nov 7



Robert Nielsen wrote at 10:11pm
Oh we sure will. Thanks so much for the reminder! How are you?
Wall-to-Wall - Write on Robert's Wall

Nov 6



Natalie is now friends with Charles Mitts and John Mitts. 6:15pm - Comment



Natalie just downloaded iTunes NBC TV Sampler from Free on iTunes. 11:07pm - Comment



Natalie is now friends with Brent Shepherd and Jordan Tanner. 7:07pm - Comment



Natalie plans to attend BYU vs U Annual FOOD FIGHT!!! Food Drive! 12:35pm - Comment



Natalie is now friends with Matthew Butler. 9:34am - Comment

Nov 4



Natalie is now friends with Ben Camp. 10:24pm - Comment



Heidi Slater tagged Natalie in 3 photos. 9:28am



Tagged in:
Nate's 24th!!!

Advertise

Live Your Passion



Love art? Make it your life. Pursue a degree from The Art Institute of Salt Lake City. Get more info.



Called to Share



Sharing the gospel online is easy. Sign up for a blog at www.moregoodfoundation.org. It only takes about five minutes to start.



More Ads

BYU Education Week Class

BYU Education Week is a popular event for LDS young adults. Many people are looking for ways to increase their talents and testimonies. They also want to find new ways to share the gospel or stay in touch with friends. Some people attending Education Week already blog. The MGF could conduct a class about religious blogging to teach these people how to blog about their spiritual experiences. These people would then sign up for MGF blogs or begin their part in the cause “Called to Share.”

Education Week 2010

Welcome: Introduce The More Good Foundation

- Founders
- Purpose
- What we've done so far
- Affiliate Web sites

How many people have a blog?

- Show statistics
- Is religious blogging popular?

Share quotes on blogging from media professionals, general authorities

- Missionary work from your home
- Anonymous, address fears of embarrassment, confidence
- Does not replace a mission!
- Only a few minutes a day

How to make a blog?

- MGF, LDS.net

Topics to write about (and how to write)

- Brainstorming among class members
- Temples, church service, church history, the Prophet, conference
- Use language that is easy to understand (no Church jargon!)
- Where to get information if you have questions about doctrine

How to get your blog read

- PROMOTE PROMOTE PROMOTE!
- Social media tools
- Target audience

Q&A Session

To promote this class:

- Include in newsletter
- E-mail blast
- Word of mouth during the week
- Tell people at the booths at the expos
- Web site information

Utah Valley Big Business and Technology Expo

BYU Technology Expo is a great tool to become known in the technology world. By attending the conference and creating a booth, the MGF can increase its presence in the Utah Valley. This would increase the traffic to the MGF Web site and would increase word-of-mouth communication about the MGF. The MGF also has an opportunity to teach about religious blogging while at their booth. Many people at this conference will already be technologically savvy and will be interested in new conversations, like religion, happening online.

Utah Valley Big Business and Technology Expo

Purpose: Set up MGF booth at Utah Valley Big Business and Technology Expo

Booth accessories: computer with slideshow, table cover, called to share stickers

Prepare responses for these questions:

- a. Welcome- Introduce MGF**
- b. How many people have a blog?**
- c. Show quotes on blogging from media professionals, general authorities**
- d. How to make a blog**
- e. Topics to write about (and how to write)**
- f. How to get your blog read**
- g. Q&A session**

Event preparation:

- | | |
|-------------------------|-------------------------------------|
| -TV | -Bracelets |
| -Computer | -FAQ or Fact Sheet |
| -Extension Cord | -Poster for behind the booth |
| -Surge Protector | -Table |
| -Brochures (500) | |

Weekly E-mail blast

Everyone needs a little spiritual pick-me-up to get through the stresses of everyday life. Just a thought or inspirational quote can keep your spirits high and your confidence strong. The MGF can help feel this need with a weekly thought to brighten up someone's day. The LDS Church sends out Daily Gems filled with inspirational thoughts from church leaders. The MGF can follow this example and encourage LDS members to share their spiritual sides online.

Send

Save Now

Discard

From: Tara Lane <ladyroselane@gmail.com>

To: tara.lane@ymail.com

[Add Cc](#) | [Add Bcc](#)

Subject: LDS Voices Weekly E-Mail Blast

 [Attach a file](#)  [Add event invitation](#)

B *I* U *F* *rT*                   « Plain

Latter-day Voices



January 1st, 2009

Dallin H. Oaks, "Sharing the Gospel," Liahona, Jan. 202, 7-10.

The most effective missionaries, member and full-time, always act out of love. ... If we lack this love for others, we should pray for it.

As with so many other things, sharing the gospel beings with desire. If we are to become more effective instruments in the hands of the Lord in sharing His gospel, we must sincerely desire to do so.

Public Service Announcement - UVBBTE

The radio can be a great tool for people driving around town. It's a great place to hear about events, causes and organizations in your local community. The MGF can produce a 30 second PSA to be distributed one week before the Utah Valley Big Business and Technology Expo. People can find out why they are "Called to Share."

30-second radio advertisement

ON MARCH 11 AND 12, VISIT THE MORE GOOD FOUNDATION BOOTH AT THE UTAH VALLEY BIG BUSINESS AND TECHNOLOGY EXPO. IT'S AT THE MCKAY EVENTS CENTER AT UTAH VALLEY UNIVERSITY FROM 11 A.M. TO 5 P.M. LEARN MORE ABOUT RELIGIOUS BLOGGING AND FIND OUT WHY YOU HAVE BEEN CALLED TO SHARE. START SPREADING THE GOSPEL ONLINE BY VISITING MOREGOODFOUNDATION.ORG.

Utah Valley Women's Expo 2009

Utah Valley's Women's Expo is a great place for women to come together and share social media experiences. The MGF has a great opportunity to influence the women at this conference. An MGF booth at Women's Expo could draw attention to religious blogging. With a primary audience that is LDS, they would be familiar with the Called to Serve phrase and wonder about the phrase "Called to Share". This would be an opportunity for the MGF to give away brochures, informational kits, and other materials to help women blog about their spiritual experiences.

Utah Valley Women's Expo "What Women Want"

Purpose: Set up MGF booth at Utah Valley Women's Expo

Booth accessories: computer with slideshow, table cover, called to share stickers

Prepare responses for these questions:

- a. Welcome- Introduce MGF**
- b. How many people have a blog?**
- c. Show quotes on blogging from media professionals, general authorities**
- d. How to make a blog**
- e. Topics to write about (and how to write)**
- f. How to get your blog read**
- g. Q&A session**

Event preparation:

- | | |
|-------------------------|-------------------------------------|
| -TV | -Bracelets |
| -Computer | -FAQ or Fact Sheet |
| -Extension Cord | -Poster for behind the booth |
| -Surge Protector | -Table |
| -Brochures (500) | |

Women's Conference Class

Each year the Church Educational System offers a conference exclusively for women. The conference is held at BYU-Provo and many LDS women from across the country attend this conference.

The MGF could conduct a class on religious blogging at Women's Conference 2010. Karen could make a presentation sharing tips of how to blog about one's spiritual side and introduce the "Called to Share" theme. This would be a great opportunity to spread the goodness of the MGF to LDS women across the entire country, not just the Utah Valley.

Women's Conference 2010

Welcome: Introduce The More Good Foundation

- Founders
- Purpose
- What we've done so far
- Affiliate Web sites

How many people have a blog?

- Show statistics
- Is religious blogging popular?

Share quotes on blogging from media professionals, general authorities

- Missionary work from your home
- Anonymous, address fears of embarrassment, confidence
- Does not replace a mission!
- Only a few minutes a day

How to make a blog?

- MGF, LDS.net

Topics to write about (and how to write)

- Brainstorming among class members
- Temples, church service, church history, the Prophet, conference
- Use language that is easy to understand (no Church jargon!)
- Where to get information if you have questions about doctrine

How to get your blog read

- PROMOTE PROMOTE PROMOTE!
- Social media tools
- Target audience

Q&A Session

To promote this class:

- Include in newsletter
- E-mail blast
- Word of mouth during the week
- Tell people at the booths at the expos
- Web site information

Seriously So Blessed Advertisement

Popular blogs have the capacity to run Web advertisements on their blog. Seriously So Blessed is a popular LDS Web site. The author of Seriously So Blessed talks freely about the Church and the stereotypes people have. Although she doesn't talk about the doctrines of the Church, she makes it clear that she is a member. The women who read Serious So Blessed could follow in this example and begin mentioning their religion in their blogs. A "Called to Share" advertisement would also draw more traffic to the MGF Web site. Members reading this blog would recognize the somewhat familiar phrase and want to find out how it differs from "Called to Serve."

Advertisement on Seriously So Blessed (seriouslysoblessed.blogspot.com)



Natural Baby Gear

called to
share

start blogging about
your beliefs

www.moregoodfoundation.org



Best LDS Blog Competition

Come be a part of the first ever LDS blog competition sponsored by the More Good Foundation. Many organizations sponsor contests to gain a greater presence in their market. The MGF can sponsor a blog competition for all of its users. The Best Religious Blog Competition would provide incentive for LDS members to include more religious experiences and doctrine in their blog. Entrants will submit posts about the Church to compete for prizes. The winner will receive an all inclusive trip to the 2009 BlogWorld conference. Second place will receive a blog facelift and the third place winner will receive a custom header. All winners will be invited to attend a photo shoot to be used by the MGF and given to local papers.

Best LDS Blog Competition 2009

Think you've got the best religious blog on the Web? Enter the "Best LDS Blog Competition 2009," sponsored by the More Good Foundation. Submit one original post by March 31, 2009 to competition@moregoodfoundation.org. Judges will be More Good Foundation employees as well as popular LDS bloggers. Winners will be announced on Wednesday, April 15, 2009. One first-place winner will receive two tickets to the BlogWorld and New Media Expo in fall 2009. A second-place winner will receive a blog facelift. A third-place winner will receive a custom header.

Suggested topic ideas:
What do Mormons believe?
Latter-day prophets
Temples
Mormon missionaries
Articles of Faith
Baptism
Repentance
The truth about polygamy

Announcement for Blog Competition

Now that the blog competition is all set and ready to go, how do you spread the word? In keeping with the social media theme, every registered user through the MGF will receive an e-mail announcing the competition.

**Hey,
bloggers!!**



The More Good Foundation is calling for entries for the "Best LDS Blog Competition 2009!!"

Think you've got the best religious blog on the Web? Enter the Best LDS Blog Competition 2009, sponsored by the More Good Foundation. Submit one original post by March 31, 2009 to competition@moregoodfoundation.org. Judges will be More Good Foundation employees as well as popular LDS bloggers. Winners will be announced on Wednesday, April 15, 2009. One first-place winner will receive two tickets to the BlogWorld and New Media Expo in fall 2009. A second-place winner will receive a blog facelift.

A third-place winner will receive a custom header.

Suggested topic ideas:
What do Mormons believe?
Latter-day prophets
Temples
Mormon missionaries
Articles of Faith
Baptism
Repentance
The truth about polygamy

“Getting Started” tab on Web site

Many women already blogging haven’t been taught how to blog about their spirituality. They are already blogging about their everyday lives, and posting comments on other blogs. How do we make them take the next step?

Creating a “Getting Started” section on the MGF Web site will provide a direct link to the steps of writing a spiritual blog. Women will know how to start a blog through the MGF and they will be given tips on what to write about. This will increase women’s confidence about sharing the gospel online by giving them the necessary tools.

LEARN ABOUT
MORMONISM →

SHARE THE GOSPEL →

MAKE A DONATION →

INTERNATIONAL →

- [Learn about Mormonism](#)
- [Share the Gospel](#)
 - [Elder Ballard](#)
 - [Elder Nelson](#)
 - [Be a "Non-Authority"](#)
 - [Use language they use](#)
 - [Ways to Share the Gospel Online](#)
 - [How to Blog](#)
- [Make a Donation](#)
- [International](#)

Getting started: How to begin a blog

HOW TO SIGN UP?

Go to www.lds.net

Create a user name & password

Participate in conversations and post your own thoughts about gospel topics

WHAT DO I WRITE?

Begin small: Share an experience you had at a church activity

Respond to other bloggers

Write about things you may be prompted about or wish to share with non-members

HOW DO I LET PEOPLE KNOW ABOUT MY BLOG?

Post comments on other blogs

Join networks like blogher.com or mormonblogs.com to promote your blog and “meet” other people as well.

HOW DO I STAY CONSISTENT WITH BLOGGING?

Think small: A blog doesn't have to be anything huge.

Post a thought a day

Public Service Announcement Utah Valley Women's Expo

Utah Valley Women's Expo is a great place to reach LDS women who are already blogging. One week prior to the Expo, the MGF could run a Public Service Announcement on the radio. This would advertise the MGF's presence at the Expo and will attract LDS women to the conference.

30-second radio advertisement

COME TO THE MORE GOOD FOUNDATION BOOTH AT THE UTAH VALLEY WOMEN'S EXPO. THE EXPO IS FROM 11 A.M. TO 8 P.M. ON MAY 1ST AND 2ND AT THE MCKAY EVENTS CENTER AT UTAH VALLEY UNIVERSITY. THE MGF WILL BE AT A BOOTH IN THE NORTH HALLWAY ON BOTH DAYS. COME LEARN ABOUT RELIGIOUS BLOGGING AND FIND OUT WHY YOU HAVE BEEN CALLED TO SHARE YOUR TESTIMONY ONLINE. VISIT MOREGOODFOUNDATION.ORG FOR MORE INFORMATION.

News Release for Church News

The Church News is a great source for information about members' efforts to share the gospel throughout the world. The MGF and the people blogging through the organization are doing their part in spreading the gospel. A news release to the Church News could be a great tool to spread this information. LDS people using social media tools will see the success of the MGF and be inspired to do their part in spreading the gospel online.

FOR IMMEDIATE RELEASE

December 18, 2008

Contact: Karen R. Merkley (801)705-5115



Doing More Good Online

Church members use social media to share the gospel

OREM -- Before the days of e-mail, Facebook and blogs, all worthy members were "Called to Serve" missions. Now with Twitter, YouTube and all forms of social media, all members are "Called to Share."

"Every member a missionary" is a common phrase known to all church members. Nearly 60 years after President David O. McKay introduced this phrase; members are doing their part in spreading the gospel of Jesus Christ across the earth. Whether in person or online members of the Church are accepting the call given by President McKay.

One organization based in Orem, UT is taking this call to a new level. The More Good Foundation encourages gospel conversation online. This conversation has led to increased favor of the LDS Church and positive conversation regarding LDS beliefs.

"We all have something important to say," Karen Merkley said, director of marketing and public relations for the MGF. "Taking time to share our beliefs online can make a huge impact in someone's life."

The MGF efforts stem from a graduation address to BYU Hawaii given by Elder Ballard. In his address, Ballard urged students to get online and say something.

"Conversations will continue whether or not we choose to participate in them. But we cannot stand on the sidelines while others, including our critics, attempt to define what the Church teaches."

Organizations like the MGF are doing their part in sharing the gospel online. Through social media they have come together to combat anti-Mormon sentiments online. One post can make a difference. All members are "Called to Share."

The More Good Foundation is committed to helping faithful Mormons share their stories with the world, and then helping the world find those stories quickly and easily. As a people we have positive, powerful stories to tell—and that "telling" is important. The MGF works to facilitate personal expressions of faith, publish and market high quality LDS content, provide a non-authoritative voice and refer interested people to the Church.

###

Frequently Asked Questions

Many members already are trying to spread the gospel any way they can. We have members on missions, members inviting friends to church or just setting an everyday example. Most of these people do not know how to speak about the gospel online or are afraid to try something new. The MGF is an organization they can use to help this fear. By creating a Frequently Asked Questions section on the Web site, the MGF could let people know who they are. This would serve as a tool to give credibility to the MGF and allow people to know what the MGF is and how it will help them.

Frequently Asked Questions

Who staffs the More Good Foundation?

The More Good Foundation is made up of six full-time staff members, 20 part-time staff members, and about 80 volunteers. All are members of the Church of Jesus Christ of Latter-day Saints, and the majority resides in Utah. MGF President Jonathan Johnson lives in Alpine, Utah with his wife and two children. He served a mission in North Carolina. Karen Merkley, director of marketing and public relations, lives in Lindon, Utah and is a convert to the LDS Church. She has two daughters and she served a mission in Frankfurt, Germany. Many other influential people have helped the More Good Foundation get started through charitable donations.

How can I help spread the gospel online?

First, you need a blog. If you do not already have one, you can create one for free at mormonbloggers.com. It only takes a few minutes to register. Next, think about who would read your blog. Is your audience primarily made up of members or non-members? Think of a topic and then share your beliefs. Be honest and don't worry about sounding profound. Just start typing and see what comes out. Remember to use vocabulary that suits your audience. Also think about labeling your posts (i.e. "LDS beliefs" or "baptism") so that people can go straight to other posts you've previously written on the same topic. You can also use other means such as Facebook, MySpace and e-mails to share your views with people you know. You might even influence some people you don't know.

What is the MGF's association with the LDS Church?

The Church of Jesus Christ of Latter-day Saints does not sponsor the More Good Foundation. Though all MGF employees and volunteers are members of the LDS Church in good standing, the MGF is an independent organization that is not tied to the Church.

How did the foundation get started?

Dave Neeleman of jetBlue established the More Good Foundation as a result of the anti-Mormon sentiment online in 2005. He recruited others to help him get the organization started and then handed over the project into current President Johnathan Johnson's hands.

What are the MGF's plans for the future?

The MGF's newest project is LDSMusic.net. All users can listen to uplifting music straight from the Web site or download it for their personal use.

What kind of volunteers does the MGF need?

The MGF is always looking for volunteers who speak foreign languages and can work as translators. Contact us if you speak another language and are interested in helping further spread our messages online.

Brochure

LDS Women ages 18-24, struggle with their doctrinal knowledge and how to share the gospel with others. The MGF has the power to help these women. The MGF has the tools to teach these women how to become comfortable sharing the gospel.

A brochure is a great tool to give to women in this situation. The brochure could include tips, inspirational stories and resources women could use to share the gospel. The brochure could be sent in the mail to registered user and given out at conferences and classes.

Share the gospel on your own time!

Since I didn't serve a mission, I haven't been to seminary in years and I'm often pulled into nursery during Sunday School or Relief Society, I didn't feel that I was an expert on LDS doctrine. But when Elder Ballard gave the call for all of us to start sharing our testimonies online, I felt urged to do it. So I started a blog, thinking no one would read it, but at least I'd feel good about myself. I didn't think I'd have time to keep it up for very long, but I have been able to post at least twice a week for

the last few months. I'm surprised with how many people read what I have to say. Some are members, some are not, but all of them appreciate what I'm doing. It's something small, but I know that taking the time to share the gospel with others online can have a huge impact. No matter how you do it or how often you do it, sharing the gospel is always worth it.

-JANET REYNOLDS, 36, IRVINE, CALIF.
janetstestimony.blogspot.com

Sign up for our weekly e-mail blast with spiritual quotes and tips on spreading the gospel online.

Name: _____

E-mail address: _____

See what else the

More Good Foundation has to offer:

www.LDS.net

www.christ.org

www.LDSmusic.net



For more information on how to start a blog, visit us at www.moregoodfoundation.org/FAQ



560 South State Street, Suite H2
Orem, UT 84058
moregoodfoundation.org



YOU CAN MAKE A DIFFERENCE

YOU ARE CALLED TO SHARE

It's time to start sharing your testimony online. You may think it's intimidating, time consuming, pointless or whatever. But read the experiences of some women, who like you, didn't think their testimony could make an impact. They just may change your mind about sharing the gospel online.

called^{to}share

Check us out on these social networking sites:



Search: More Good Foundation



<http://www.youtube.com>
User = moregoodfoundation



www.twitter.com/mgf

Testimonials from women just like you

I originally created a blog to keep my friends and family updated on my life. I never thought anyone I didn't know would read it. A few months ago I was feeling particularly grateful for the many blessings that I have, so I posted my testimony. That same day a non-member named Rachel started commenting on my blog, asking questions about the Church. At first I didn't know what to do. Because she just seemed curious and didn't appear to have any ulterior motives, I decided to answer her

questions. She is now meeting with the missionaries. I'm so grateful that I had the desire to share my testimony online that day. If I had not, Rachel would still be looking for answers. I now make a habit of posting something about my beliefs a few times a months. It's easy, fun and can have a huge impact on other people's lives.

-SARAH MICHAELS, 24, LEHI, UTAH
sarahandjason.blogspot.com

called^{to}share

LDSmusic.net News Release

A news release is a great way to get news out to many people and can be utilized in a number of ways. The MGF could send out a news release announcing the launch of LDSmusic.net to highlight the features of the site and give a brief description of how it can be used on blogs and through other means of social media. Spreading the word about the new Web site is a great way for members to get on the site and utilize it to be able to share the gospel with a lot of people.



FOR IMMEDIATE RELEASE

January 22, 2009

Contact: Karen R. Merkley (801) 705-5115

More Good Foundation makes more good music
New resource for bloggers makes sharing the gospel online even easier

OREM, Utah— The Utah-County based More Good Foundation is pleased to announce the launch of its newest initiative, LDSmusic.net, as a resource for LDS bloggers to make sharing the gospel online even easier.

The Web site, which has been in beta mode for a few months, received positive feedback from those who used it. The site allows users to download select LDS hymns and songs by LDS artists for free to put on their blogs or to share with others. The Foundation believes that LDS music is an effective way to share the gospel with those who may be investigating the faith.

The MGF has worked hard to streamline the Web site to make it as easy as possible for users. Songs may be downloaded or just streamed in full to preview the songs. The site is also available in many languages, including Spanish, French, German and Japanese.

This site is the first of its kind for the LDS faith, as many sites offer music only available for purchase and do not allow users to preview a song in its entirety. The MGF is forward-thinking and hopes to find even more new ways to share the gospel with new technology.

The More Good Foundation is committed to helping faithful Mormons share their stories with the world, and then helping the world find those stories quickly and easily. As a people we have positive, powerful stories to tell--and that "telling" is important. The MGF works to facilitate personal expressions of faith, publish and market high quality LDS content, provide a non-authoritative voice and refer interested people to the Church.

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Enrichment Activity

Enrichment activities are a place for women of the Church to meet and develop skills to improve their family life. The MGF could offer to conduct a class on the importance of sharing the gospel online and how to do it. Women could be more willing to blog if they knew how to do it and if they were given the right tools. The MGF can make this happen. Women would also have a support group to start blogging with being at a Church activity.

MGF Enrichment Activity

How to Share the Gospel Online

I. Introduction

- A. MGF history**
- B. Anti-Mormon blogs**
- C. Blogging Statistics & Information from Google Analytics**

II. Gospel Connection

- A. Elder Ballard's BYU-Hawaii address**
- B. Optional: other references from October General Conference**
- C. Personal experiences through MGF**
- D. Personal experiences from sisters**

III. How to Get Started

- A. Explain process**
- B. Give ideas for blogging topics**
- C. Tips for common safety**

IV. What to do in Tough Situations

- A. How to respond to anti-Mormon comments**
- B. How to answer doctrinal questions**

V. Role Playing (if time permits)

VI. Questions and Answers

BYU 170th Ward Enrichment Activity

Not comfortable sharing the gospel?



Try it online!

The More Good Foundation will be here to teach us tips for sharing the gospel through blogging

Wednesday, Dec. 10th at 7 p.m.

Where: Cultural Hall

Informational Kit for Stakes and Wards

Stakes and wards are always looking for new ways to encourage members to share the gospel. Many have programs set in place to help create and establish family values. The MGF could provide an informational kit to stakes and wards with directions and ideas for religious blogging. The kit could be sent as a PDF file so the stakes and wards could use them accordingly.

Informational Kit

(To be distributed electronically)

I. Introduction of the More Good Foundation

- A. Copy of the MGF “About Us” section on their Web site**
- B. Copy of the MGF “Ways to Share the Gospel Online” section of their Web site**

II. Gospel Connection

- A. Give a copy of Elder Ballard’s BYU-Hawaii address about blogging**
- B. Introduce Called to Share theme**

III. Getting Started

- A. Copy of the new “Getting Started” section on the MGF Web site**
- B. Copy of the brochure to be distributed at Women’s Conference & Women’s Expo**
- C. Step by step slides of how to register for a blog**

IV. Closing Remarks

- A. Personal experiences (from stake president, bishop or other Relief Society sisters)**
- B. Allow time for remarks by the presiding priesthood holder.**

News Release about MGF classes

Most of the women in Utah County are members of the Church. The MGF could send out a news release to the Deseret News, and other local papers around the Provo and Salt Lake Valley outlining the enrichment classes. Women would be able to read this in the papers and more fully understand the tremendous power they have in online discussion about religion.

FOR IMMEDIATE RELEASE

January 22, 2009

Contact: Karen R. Merkley (801) 705-5115



More Good Foundation offers classes on religious blogging

OREM, Utah—The More Good Foundation (MGF) now offers classes on religious blogging. Either have a representative come teach your group, or download the tool kit to teach a class yourself.

Although not sponsored by The Church of Jesus Christ of Latter-day Saints, the More Good Foundation is a non-profit seeking to increase the amount of positive online information on the LDS Church.

Karen Merkley, director of marketing and public relations for the MGF, will be teaching classes for those interested. Merkley is a convert to the LDS Church and served a mission in Germany.

"I think these classes are a great way for members, especially women, to learn more about blogging," Merkley said. "So many of us think we don't have enough knowledge to share the gospel with others, but that's not what matters most. If we share our testimonies online, our feelings on the doctrines of the Church, that's what people are going to read."

Merkley suggests that wards host an Enrichment activity about religious blogging, empowering all women (both young and old) with the tools to share their testimonies online.

"This would be a perfect activity for a small group Enrichment activity," Merkley said. "We all make resolutions to share the gospel more. Our chances of accomplishing that task increase when we take the first step to get informed."

The tool kit will launch on Monday, January 26. Download it for free at moregoodfoundation.org.

The More Good Foundation is committed to helping faithful Mormons share their stories with the world, and then helping the world find those stories quickly and easily. As a people we have positive, powerful stories to tell—and that "telling" is important. The MGF works to facilitate personal expressions of faith, publish and market high quality LDS content, provide a non-authoritative voice and refer interested people to the Church.

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Called to Share Stickers

“Called to Share” is a catchy phrase for members of the church. They would recognize it as being similar to the LDS hymn, “Called to Serve.” Members of the church also like tangible items to remind them of gospel principles. The MGF could create “Called to Share” stickers to give away at conferences, classes, etc. Stickers are easy and fun, and a great reminder for all who takes one. We have designed both a sticker to wear as well as a bumper sticker.

I've been

www.moregoodfoundation.org

I've been

called ^{to} share

www.moregoodfoundation.org

Appendix