

# ALOVE : Implementation Guidelines



## Implementation at Divisional and Local Levels

The implementation of ALOVE involves Divisional and Local leaders territory- wide. Here are some implementation guidelines for leaders at divisional and local levels as well as details on the support and various resources ALOVE will provide to facilitate this.

## Implementation Guidelines For Divisional Leaders

The expression and establishment of the new sub-brand is an integral part of the new youth ministry strategy for divisions. As divisions implement the four Salvation Army essentials of worship, discipleship, mission and social action, they are implementing the ALOVE brand.

ALOVE will work alongside DHQ teams to develop an effective communication plan to inform, update and educate local youth leaders about ALOVE and the new strategy it expresses. Features of such a communication plan include:

- Organisation of a regional communication meeting for regional youth workers about the new sub-brand. ALOVE would provide creative input and assistance as and when required.
- Use of ALOVE stationery on all future youth ministry related communication.
- Active representation and communication of ALOVE in all youth related publicity, writing and events (guidelines on this would be provided).
- Representation of regional youth ministry news on the divisional pages of the new ALOVE web site (currently being developed).
- Establishing creative ways of communicating about ALOVE through summer youth programmes.
- Divisional youth events to express the ALOVE branding (alongside the existing identity of the event) on all publicity.
- New Expressions of Church or Church Plants to incorporate the ALOVE brand into their identity.



## Implementation Guidelines For Local Leaders

First and foremost we recognise that many local youth groups already have a strong identity for their youth ministry. We're not trying to change that – local identities are developed, shaped and owned by local communities and we don't want to enforce something upon that.

Instead, we hope that ALOVE will become an identity that resources, enhances and adds to what is being developed locally. Taking on the ALOVE identity at the local church level is a way of demonstrating that they are part of a new movement within The Salvation Army that exists to serve and empower a new generation throughout the country. Ways of doing this could include:

- Integrating the ALOVE identity within local publicity and resources.
- Sharing the ALOVE vision with the wider church community.
- Attending regional communication events about how ALOVE is being fleshed out in their area.
- Use of the local pages on the new web site (currently under development).
- Use of email and postal templates that carry the ALOVE brand alongside their own.



## Resources Available – What To Expect From ALOVE

### Divisional Leaders:

As well as all the national resources, ALOVE will provide divisional leaders with:

- A brand guideline booklet with CD of images and design resources for divisional and local youth work
- Access to library of quality photographs
- Special PowerPoint presentation covering all the key points for you to share with others.
- ALOVE stationery: letterheads, business cards, compliment slips, etc.
- Design assistance for special publicity needs.
- ALOVE newsletter template for postal updates.
- ALOVE email template and footer text.
- Divisional pages on a new web site (launch date TBC)
- Text messaging – 200 free messages per month.
- Input in creating and assistance with delivering regional brand communication days.
- Support at summer events.
- General support and advice on any ALOVE related communication needs for your region.
- Divisional youth strategy events and road shows.



## Resources Available – What To Expect From ALOVE (cont)

### Local Leaders:

As well as the national resources, ALOVE will provide local leaders with:

- Support from your divisional youth officer.
- A brand guideline booklet with CD of images so that you can use ALOVE as part of your own local identity.
- Access to library of quality photographs for any publicity needs.
- Special PowerPoint presentation covering all the key points for you to share with others in your church/youth group.
- ALOVE newsletter template for postal updates – designed in such a way for you to be able to express your local identity.
- ALOVE email template and footer text – designed in such a way for you to be able to express your local identity.
- Local pages on a new web site (launch date TBC)
- General support and advice on any ALOVE related communication needs for your community.

