CHRISTIAN FAMILY SOLUTIONS

# COMMUNITY COUNSELING CARE PARTNERSHIP

*Promotional Toolkit for Congregations*

*Last Revised Date: 8-17-2023*
*File Location: Marketing/1_All Collateral Inventory/Current Pieces in Use/Congregational Partnerships*

# INTRODUCTION

## Welcome to Mental Health Ministry!

Christian Family Solutions has created the Community Counseling Care Partnership to help congregations meet the needs of members and explore the tremendous community outreach opportunity of mental health ministry.

Through this partnership, a congregation can provide professional mental health services in the comfort and convenience of the church campus setting, reducing stigma and increasing outreach opportunities. CFS licensed mental health professionals have experience working in such settings, navigating confidentiality and building relationships essential for mental health and spiritual growth.

This toolkit is designed to support a sustainable partnership between your congregation and Christian Family Solutions, supporting the well-being of God's children in a sinful world.

## May God bless our work together in this healing ministry.

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# PARTNERSHIP STAGES

Communication is essential at every stage of our partnership.

## Here is an overview of what you'll find in this toolkit:

**Stage 1**

Communicating with your congregation about the opportunities of mental health ministry

**Stage 2**

Developing the agreement between your congregation and CFS.

**Stage 3**

Pre-launch promotional tools

**Stage 4**

Launching the clinic

**Stage 5**

Ongoing communications and referral generation

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# STAGE 1

## COMMUNICATING WITH YOUR CONGREGATION ABOUT THE OPPORTUNITIES OF MENTAL HEALTH MINISTRY

**To establish an understanding of this ministry, you'll need to share information about the opportunities with your congregational leadership and your members. Here are some tools to help you with that:**

## Congregational Partnership Flyer

This flyer explains the opportunity and how the partnership works.

**Download the congregational partnership flyer here.**

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# STAGE 1

## COMMUNICATING WITH YOUR CONGREGATION ABOUT THE OPPORTUNITIES OF MENTAL HEALTH MINISTRY

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## Congregational Partnership Power Point Slides

These slides can be used in meetings to explain the partnership. Talk with us about customizing these slides to match the nature of our partnership with your congregation.

Download example slide set here.

**More information on all the ways CFS supports Mental Health Ministry can be found here:**

christianfamilysolutions.org/mental-health-ministry/

# STAGE 2

## DEVELOPING THE AGREEMENT BETWEEN YOUR CONGREGATION AND CFS


Naming and Branding

Logo Pacakges

Signage

Questions About Branding


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**During Stage 2, you will sign your partnership agreement and work with CFS to create a timeline for establishing your on-site clinic.**

**An important step during this stage is to determine the name of your mental health ministry and the services you will offer.**

## Naming and Branding

We suggest one of these two strategies when naming and branding the clinic on site:tal health.

**OPTION 1:**

**[Your Church Name] Community Counseling Care Center**
*with clinical services provided by Christian Family Solutions*

Use this option if your congregation intends to offer other mental health ministry outreach besides clinical services. This could include self-care activities, support groups, and spiritual care related to mental health.

**View an example of this approach here.**

**OPTION 2:**

**Christian Family Solutions Counseling Care Clinic**
on the [Your Church Name] Campus

Use this option if you'd simply like to have clinical services available as a resource on site at your church. This is the equivalent of a branded entity inside another branded entity, like a Starbucks inside a Target store.

**View an example of this approach here.**

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## Logo Packages

During this stage, while your congregation makes the naming decision, send your congregation's logo package to CFS. Email it to **communications@wlcfs.org**.

**Download a folder with CFS logos here.**

## Signage

In our agreements, Christian Family Solutions typically pays for the signage inside the clinical space and on its door. The church pays for the exterior signage and any wayfinding signage to the clinic space.

We want to work with you to make this ministry successful!

For quality and continuity, CFS must approve all signage. This is important because our clinical work is regulated by the departments of health services, and we must ensure that clinicians we employ and clinic sites comply with all regulations. As such, we will work with your congregation to be sure that the clinical space within the church is properly branded and compliant with regulations.

## Questions about Branding?

For questions about branding, reach out to our Congregational Partnerships Manager, or send an email to **communications@wlcfs.org**.

# STAGE 3

## PRE-LAUNCH PROMOTIONAL TOOLS


Website Language and Landing Page

Google My Business

CFS Brochures

General Access Flyers

Bulletin Inserts

Promotional Slides

Promotional Posters


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**The following basic promotional materials will help lay the groundwork for a successful clinic launch.**

## Website Language and Landing Page

It's important to establish a landing page on your church's website so that we can drive traffic to this page for information about your clinic. Once your landing page is established, CFS will update our website with backlinks to your website (here). Here is the suggested language for your landing page:

> As much as we try to cope with life circumstances, sometimes we need a little extra help. Our pastors are experienced in sharing God's healing Word in every situation. They are willing to offer assistance through a scheduled conversation. Contact the church office if you wish to schedule a time to meet.
>
> When the need extends beyond a spiritual conversation, members of [your church name] and anyone in the community can access counseling care and services right here on our campus. Clinical services are provided on site by Christian Family Solutions (CFS), a counseling agency that specializes in evidence-based care that is integrated with the Gospel and scripture truths. In addition to outpatient counseling, CFS provides higher levels of care to address more acute mental health conditions.
>
> The [clinic name at church name] is a place for individuals to connect with the resources needed for spiritual and mental health. We view each individual through a caring Christian lens, as a redeemed child of God in need of healing, help, and hope.
>
> Download a flyer about accessing services here. [insert link to download your flyer]
>
> Schedule an appointment by calling 800-438-1772.
>
> For more information on Christian Family Solutions, visit ChristianFamilySolutions.org.

Your congregation may also wish to include the name of the counselor assigned to your on-site clinic, along with a photo and brief bio. CFS will supply this information to you when your counselor is assigned.

Add a menu item in your website's navigation that goes to your counseling landing page. Also, add Meta tags on the back end of your site to include "Counseling near [location]," including the communities in which you want to be found.

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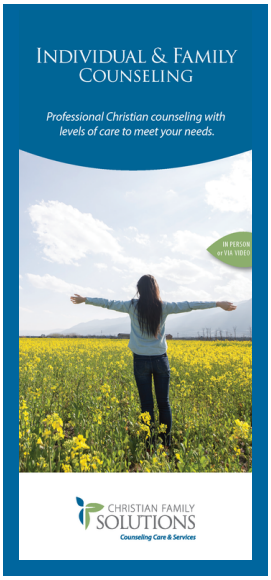
## Google My Business

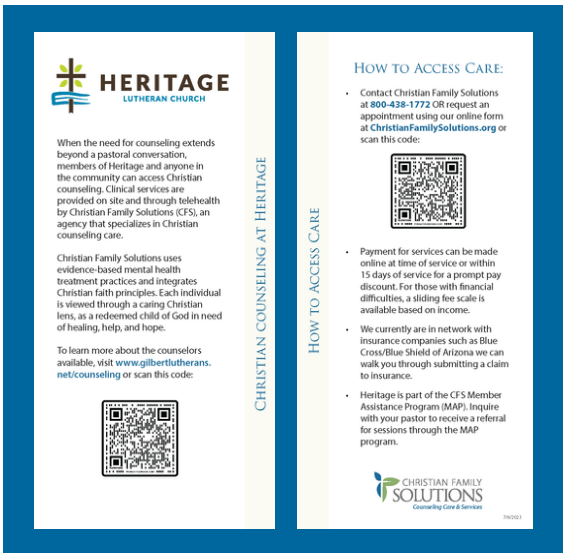
Update your church's Google My Business profile to include Counseling Services in the description along with any text you'd like to add from your website's newly created counseling landing page.

## CFS Brochures

CFS will send you a quantity of our general trifold brochure.




In addition, CFS may agree to customize an insert for the trifold that describes services at your location. Here is an example:



# STAGE 3

## PRE-LAUNCH PROMOTIONAL TOOLS

Website Language and Landing Page

Google My Business

CFS Brochures

General Access Flyers

Bulletin Inserts

Promotional Slides

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## General Access Flyers

At the time of your agreement, CFS will provide a general access flyer with the photo and bio of your assigned counselor and how to access services.

LIVING WORD LUTHERAN CHURCH & MINISTRY CENTER

3140 Saylesville Road, Waukesha, WI | livingwordwaukesha.org

# Christian Counseling Available Here

**As much as we try to cope with life circumstances, sometimes we need extra help.**

When the need extends beyond a pastoral conversation, members of Living Word and anyone in the community can access counseling care and services here on the church campus. Clinical services are provided on site by **Christian Family Solutions** (CFS), an agency that specializes in counseling care and mental health treatment services.

Christian Family Solutions uses evidence-based mental health treatment practices and integrates Christian faith principles. Each individual is viewed through a caring Christian lens, as a redeemed child of God in need of healing, help, and hope.

**How to Access Care:**

1. Contact the Christian Family Solutions intake team at **800-438-1772** and request an appointment. While scheduling, you will have the option to meet with your counselor on site at Living Word or via telehealth. You may also request an appointment using our "Request Appointment" form at ChristianFamilySolutions.org.
2. Payment for services can be made online at time of service or within 10 days of service for a prompt pay discount. To learn more, visit www.christianfamilysolutions.org/make-a-payment. There is also information on our website about a sliding fee scale based on income for those who may have difficulty paying for services.
3. CFS is in network with many insurance companies. If we are not in your insurance network at this time, ask at the time of your appointment how you can submit claims to your insurance.

**Kristi Windsperger** is a licensed professional counselor available on site at Living Word and through telehealth. Kristi has 20 years of experience working with individuals who struggle with mental health and substance use issues. She uses CBT, DBT, Positive Psychology, and Trauma-focused Therapy in helping others to see that they are not alone. This approach is enhanced when clients take Jesus Christ along on their journey and feel the embrace of His love for them.

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Referral Flyer _ Living Word | Last Revised 6-21-23 SE

**Download an example of this flyer.**

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## Bulletin Inserts

During this stage, CFS will provide you with a bulletin insert.

Download an example of this insert.

# STAGE 3

## PRE-LAUNCH PROMOTIONAL TOOLS

- Website Language and Landing Page
- Google My Business
- CFS Brochures
- General Access Flyers
- Bulletin Inserts
- Promotional Slides
- Promotional Posters

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## Promotional Slides

During this stage, CFS will provide you with several graphics that can be used on screens to promote counseling services available on-site at your church.

**Download examples of these graphics.**
**Slide 1**
**Slide 2**

# STAGE 3

## PRE-LAUNCH PROMOTIONAL TOOLS

- Website Language and Landing Page
- Google My Business
- CFS Brochures
- General Access Flyers
- Bulletin Inserts
- Promotional Slides
- Promotional Posters

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## Promotional Posters

Use these posters on bulletin boards on your campus and in your community.

[Download an example of this poster.]

[Download an example of this poster.]

# STAGE 4

## LAUNCHING THE CLINIC

Social Media Posts

**By this stage, you have all the materials in place to announce the opening of your clinic. You may wish to use social media to announce and connect people to resources.**

## Social Media Post 1

[Download an example of this graphic.]

**Text for post:**

Schedule an appointment today: appointment.christianfamilysolutions.org or call 800-438-1772.

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# STAGE 4

## LAUNCHING THE CLINIC

Social Media Posts

## Social Media Post 2

**Download an example of this graphic.**

**Text for post:**

Anyone in the community can access counseling care at the Christian Family Solutions counseling care clinic here on the [insert church name] campus. Schedule an appointment online at appointment.christianfamilysolutions.org or call 800-438-1772.

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# STAGE 5

## ONGOING COMMUNICATIONS AND REFERRAL GENERATION

Monitoring Referrals

Ongoing Topical Posts and Articles

Educational Presentations

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## Monitoring Referrals

We are here to help you communicate about the availability of healing, help, and hope through your mental health ministry. Our congregational partnerships manager will work with you to ensure that we are receiving enough clinical referrals to sustain our partnership.

## Ongoing Topical Posts and Articles

Please feel free to use any of the resources at **ChristianFamilySolutions.org/resources** to offer topical social media posts or church newsletter items on mental health and wellness topics. When you post on a topic, you have the opportunity to remind people that Christian counseling is available through your church.

## Educational Presentations

From time to time, your congregation may want to host an educational presentation by one of our clinical providers on a topic of interest to your members and your community. Doing so can draw people in and lead them to the mental health ministry resources your congregation offers.

To view our topics and presenters, visit **ChristianFamilySolutions.org/resources**.

# RESOURCES

**BUILDING MOMENTUM FOR REFERRALS**

Additional Social Graphics

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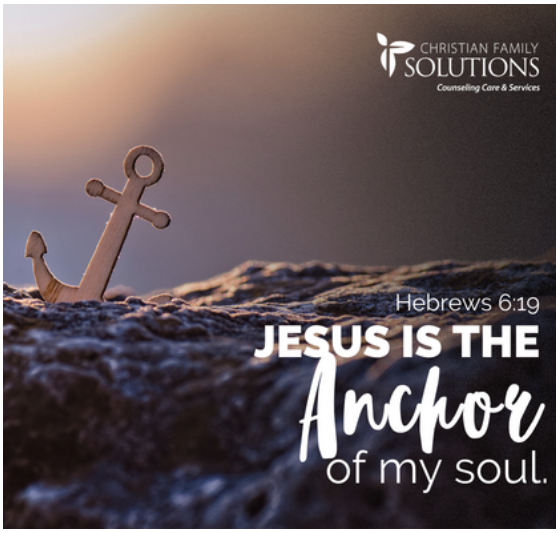
## Additional Social Graphics

### POST 1:

*(two different options for graphics)*




Download an example of this graphic.

Download an example of this graphic.

**Text for post:**

You are not alone. The members of [Heritage] are here for you through trials and difficult situations. When the need goes beyond the listening ear of a friend or a pastor, counseling services are available on site.

# RESOURCES

**BUILDING MOMENTUM FOR REFERRALS**

Additional Social Graphics

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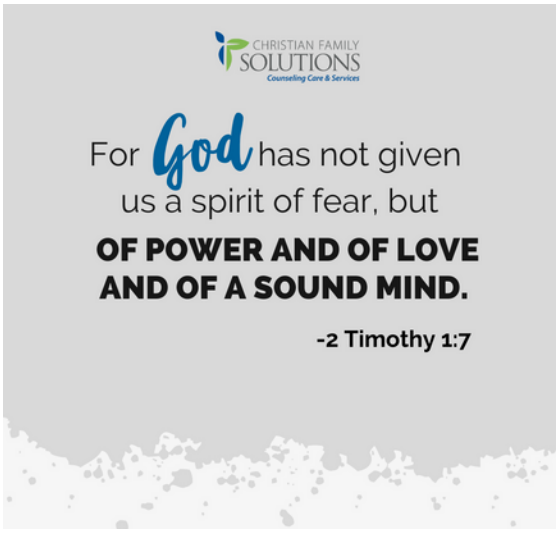
## POST 2:

Download an example of this graphic.

**Text for post:**

Do you know someone who is struggling privately with anxiety, depression, relationship issues, or other mental health concerns? Refer them to our counseling clinic here at (insert church name). There is no need to suffer in silence. We will help you access the help you need.

## POST 3:




Download an example of this graphic.

**Text for post:**

God provides answers. Sometimes it's through the wise counsel of a friend or a pastor. Sometimes it is through Christian counseling.

# RESOURCES

**BUILDING MOMENTUM FOR REFERRALS**

Additional Social Graphics

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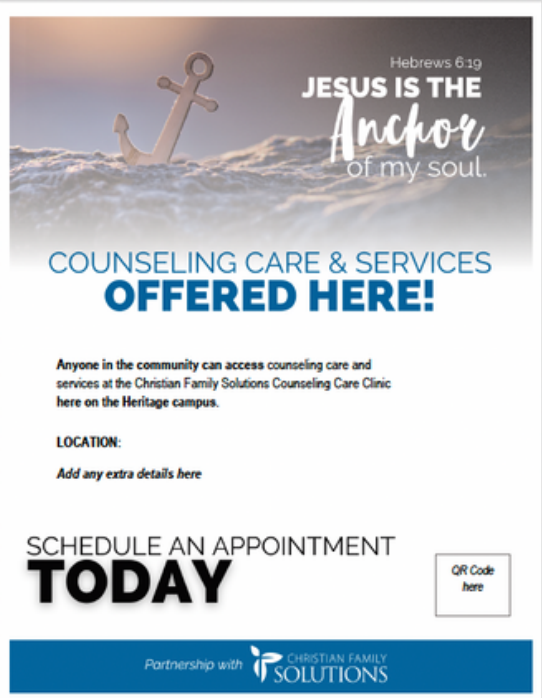
## Community Outreach Flyer Templates




Download an example of this flyer.

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# RESOURCES

**BUILDING MOMENTUM FOR REFERRALS**

Additional Social Graphics

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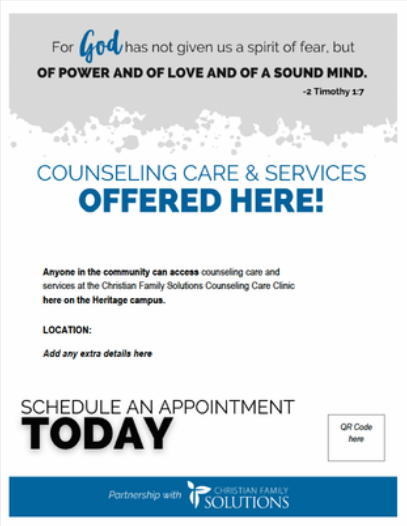
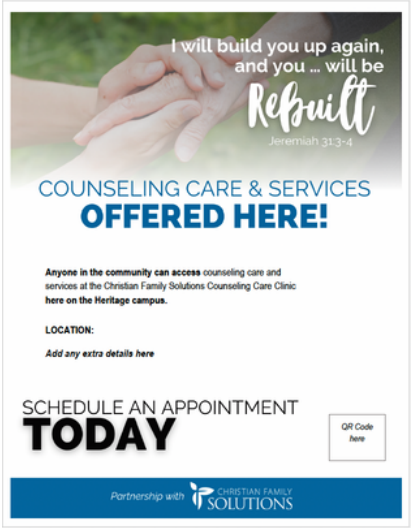
## Community Outreach Flyer Templates




[Download an example of this flyer.]

[Download an example of this flyer.]




[Download an example of this flyer.]