

Evergreen Facebook Ads

Strategy Checklist

Here is a checklist to help you implement an Evergreen Facebook Ads strategy for your church:

Phase 1: Setup & Strategy

- Identify Your Goal:** Focus on long-term "Plan Your Visit" (PYV) leads rather than a single event.
- Access the Dashboard:** Log into your Church Fuel software and find the "Request Evergreen" link.
- Complete the Request Form:** Answer the custom questions to help the team understand your church's unique voice and community.
- Prepare Your "Top 10" Photos:** Select your ten best, most high-quality photos that represent the life of your church.

Phase 2: Content & Creative

- Organize Media Storage:** Create a folder in your software titled "Facebook Ads" for all your ad content.
- Film "Sermon Shots:"** Edit 30-60 second clips of engaging sermon moments. These often result in the lowest cost-per-lead.
- Record Selfie/Testimonial Videos:** Have members or pastors record short, authentic videos talking about their experience at the church.
- Avoid Old Content:** Ensure you aren't using photos of former volunteers or staff members to avoid social media friction.

Phase 3: Execution & Management

- Use Dynamic Creative:** Allow the Church Fuel team to run ads that mix and match different headlines and images to find the winning combination.
- Monitor Weekly:** Church Fuel will touch your account once a week to adjust bidding and ensure you're getting at least one PYV per week.
- Warm Up the Account:** Start with a lower daily budget (e.g., \$10/day) to build trust with Facebook and your bank before scaling for big events.

Phase 4: The "Long Game" Nurture

- Create a "No-Show" List:** When someone plans a visit but doesn't attend, move them to a specific follow-up sequence.
- Implement a Nurture Sequence:** Send weekly value-add emails or texts (community tips, prayer offers) to keep your church top-of-mind.
- Maintain Summer Consistency:** Keep ads running through June and July to capture "Silent Summer Growth" for a momentum spike in August.