

Moving into Your New Facility

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Moving In

- **Develop a Move-in Plan**
 - Revisit often
 - Owner responsibilities:
 - A/V, Lighting, Furniture, Landscaping, etc.
 - Recruit volunteers for final setup
 - Key Question:
 - *When do we announce the move-in date?*

Moving In

- **Move-in Issues**
 - Massive roof leaks
 - A/V and Lighting still being adjusted
 - HVAC problems
 - Leaky baptistery
 - Still working 6 months after move-in

Moving In

- **Move-in Surprises**
 - Electric Bill Increase:
 - 2006Q1: \$9,087 → 2007Q1: \$44,415
 - 488% increase
 - Fire Alarms in the middle of the night
 - Didn't budget for renovations in current building

Rebranding

- **Move-in is a great time to Rebrand**
- **Developing the brand**
 - Discover your identity; Don't invent it
 - Mantra, Mission, and Values
 - Logo
 - Rollout to other pieces

Old Logo





Community Outreach

- **Move-in is a great time for outreach**
 - You only move in once
 - You have natural momentum
 - You can utilize the news

Community Outreach

- **Great way to roll-out the new brand**
- **Choose outreach based on your DNA**

Small Group Questions

1. **How can move-in issues and surprises be reduced?**
2. **Does your current brand clearly communicate who you are and what you do?**
3. **What outreaches naturally tie into a new building move-in?**