

C4 Update June 2011

[On The Move]

By: Monty L. Hipp, President

This month's engagements have already chalked June up to be a banner month!

I have had the privilege to speak in a variety of places across the country and we have a full summer of presenting the story of The C4 Group. Just this last week I was honored to be a part of the Conference on Volunteerism and Service in New Orleans, LA. We were able to present The Care Strategy at the conference. This is the largest volunteer conference in the world. We had a thrilling response.

We were able to challenge the leadership team of Pastor Wayne Northup and Saints Community Church. What a powerful young team with a strong vision and strategy to impact the city of New Orleans. It was a thrilling experience to be a part of helping their team gain a deeper understanding of how to impact people far from faith.

Another highlight was the opportunity to meet with Pastor Brad Bullock and Den Hussey in Franklin, LA. They have just purchased an elementary school that was closed due to budget cuts. We will be partnering with them as they launch a powerful community engagement strategy in their area which has great need.

It is thrilling to see the faith community across the nation developing such a strong passion for those in need and to be able to help them strengthen their vision in a strategic way.

This week I am in Paola, Kansas working with a great leader whose vision for his community is positively contagious. Pastor Rusty Railey is hitting the ball out of the park as a new pastor in a vibrant community near Kansas City.

In summary, amazing things are happening at The C4 Group and we are seeing results like never before. Your participation with us is helping to build a strong team that enables us to impact thousands of people. It seems as if this is our moment in time. I hope you will join with us this month in contributing to our efforts that are equipping leaders and people across the country with a community engagement plan that is impacting people in powerful ways.



the C4 group

[Our Website](#)

[Contact Us](#)

[Donate](#)

Connect With Us



Positions Available Now

We have just been awarded a grant from [HandsOn Network](#) and [Points of Light Institute](#). These organizations are respected as leaders in the community engagement world. Due to the great work of The C4 Group and our Care Strategy model, we have been awarded six full-time [AmeriCorps VISTA](#) positions that begin **August 15th**. It is a one-year assignment in which individuals will work with our amazing team helping churches and faith organizations across the country develop a personalized community

Our team is growing and expanding. In the fall we will be adding two full-time positions to our team (this is in addition to the 6 AmeriCorps VISTAs being selected this month-see article). If you know of someone who is interested in a career with an exciting organization with diverse opportunities for involvement, I would love to talk with you. We will be posting the job descriptions very soon.

Partnering with you, Monty

[The Ethics of Social Media]

By: Ashley McCuistion, Marketing Director

As the Marketing Director for The C4 Group, I am passionate about spreading the word on what we are doing as well as sharing what our partners are involved in. As I become immersed in the social media culture and build this platform for our organization, I am learning new strategies and am finding that allowing others to lead the conversation is much more intriguing and effective.

I recently attended a webinar with Geno Church, Word of Mouth Inspiration Officer at Brains on Fire, who spoke about social media and Word of Mouth marketing. He stated that 76% of consumers believe that companies are untruthful in their advertising and 78% trust recommendations from other consumers. This shows the importance of building good rapport and trust with the organizations that we are engaged with. This seminar by Geno spurred in me the thought of how social media and word of mouth is beyond sending a message or adding value for a customer, but is rather centered on ethics. The statistics listed above show that consumers value honesty and when an organization builds trust, beyond getting a message across, customers will be receptive to the message and will share the story with people they come in contact with.

The C4 Group is passionate about seeing other organizations win and is truly a complement to other organizations. One of The C4 Group's initiatives, Ethical Revolution, focuses on ethical decision making. When the Ethical Revolution began, our focus was on music piracy. Today our message is centered on ethical decision making as a whole using a model with four distinct phases: ambiguity, awareness, agreement, and action. The C4 Group utilizes this same model in all their day-to-day operations. We think it is important for those involved with The C4 Group to understand that we, as an organization, are taking action on making sound ethical decisions in all aspects of our work. It is essential for me, as a person sharing the C4 message, to lead a discussion about

game plan. We are thrilled to be a partner with HandsOn Network and Points of Light Institute. If you are interested in possibly joining our team for this next year, please contact us by emailing anna.hoyt@c4group.org for more information on how to apply! There is a monthly stipend, medical benefits, child-care benefits, and a \$5,350.00 education award following the one-year of service, awarded to those selected. If you or someone you know would like to consider this incredible

who we are, as well as open up doors for each of you to become further involved with our partner organizations in order for you to truly grasp our story.

I would like for each of you to join the conversation on how to build the faith cooperative to be at the center of solution within your community. There are many ways to follow what we are doing and hear the conversation from other partners we have the privilege of working with. I have found that the best way to hear about what The C4 Group is doing is to connect with our partners who are bringing The Care Strategy to life and impacting communities across the country!

Below is a list of social media outlets used by our current partners, which will open doors for you to grasp the concept behind The Care Strategy and find out how we are positioning the faith cooperative to be a key solution provider in many unique communities.

Rockford First- @RFcarestrategy
The Oaks Fellowship- @TheOaks_Cares
The C4 Group- @thecarestrategy
Eastridge Church- @eastridgechurch
Community Dinners- www.communitydinners.org



Above: Callie (far right) and other volunteers holding baby clothes donated for the single parents of Empower, and initiative of Rockford First.

[Empower]

By: Callie Ezell, AmeriCorps VISTA Member, Rockford, IL

The Care Strategy has been the vehicle for the conception and implementation of the Empower Initiative at Rockford First. I have been able to organize and further many ongoing initiatives this year. But, Empower is something completely new, created for sustainability, and has a core in neighboring,

opportunity contact us today. **Our selections must be made this month.**

which we believe is going to change the way single parent families are cared for in the community of Rockford, Illinois.

Empower was birthed out of the realization that single parents were under served in our community. The Rockford First team began to see that some single-parent families only needed minor assistance while others were either near crisis or in crisis. We created the program to be multi-faceted so that it has something that will meet the need of families in all three categories.

The plan is simple. We want to offer mentorship, financial guidance, emotional support, help with practical needs, and material assistance to single parent families in the community of Rockford. We have received an outpouring of support from local help organizations, local charities, local businesses, and our very own organization members.

Our community really does feel this is a great need and thus they feel compelled to jump in and partner with these single parent families. Here at Rockford First we are seeing people from all walks of life come and join together towards the common goal of offering support to those who need it. We are thrilled to have many current single parents already asking to volunteer and many people who have previously been a single parent stepping forward as well. We love to see those who are going to benefit from the program also wanting to serve in the program as it creates sustainability and a sense of ownership for people. Neighboring will truly be the core of the project and we are thrilled for it to begin in the fall of 2011!

Please visit our website at www.c4group.org
West Coast Mailing Address: PO Box 2727 Issaquah, WA 98027