

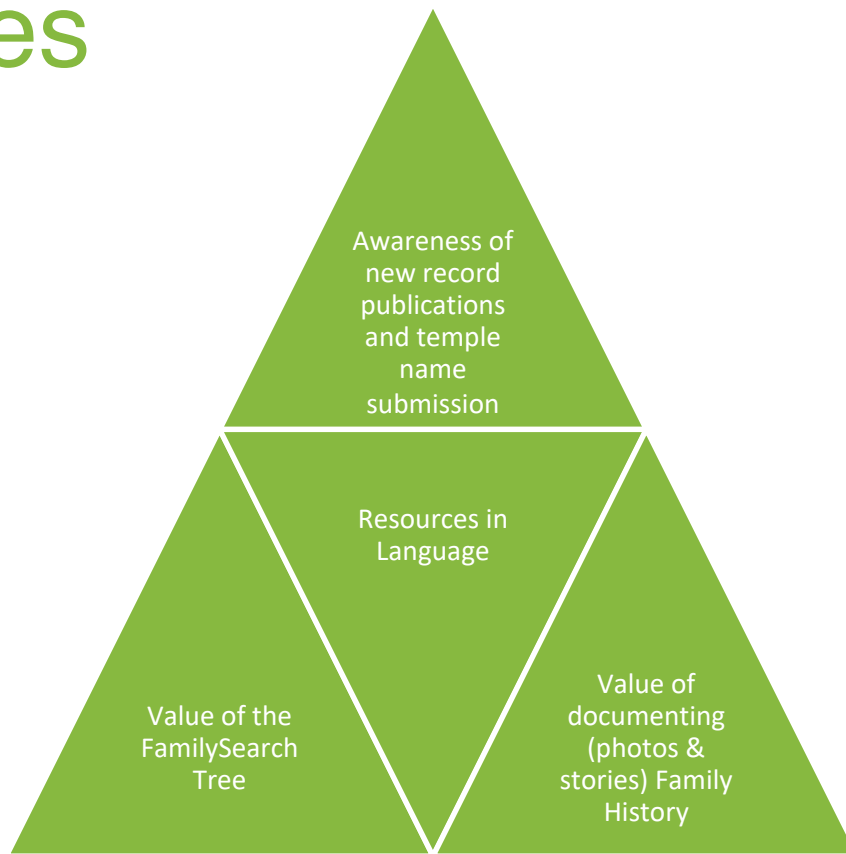
American Samoa (Samoa) Fiji

2020 FamilySearch Focus Countries Marketing Plan



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Objectives



American Samoa

SWOT

Strengths	Weaknesses
<ul style="list-style-type: none">• ¼ of the population are Church members• Solid Public Affairs Area Office• Temple coming• Strong Church Presence	<ul style="list-style-type: none">• Few family history centers• People don't understand what family history work is
Opportunities	Threats
<ul style="list-style-type: none">• Small population so easier reach• Huge proportional NFL presence• Culture emphasis on heritage, and helping family	<ul style="list-style-type: none">• Low internet connectivity and expensive• Internet cafes main internet source• Sparse resources to invest in family history work

American Samoa (Samoa) Messages

- FamilySearch.org is now in Samoan.
- Your heritage deserves to be remembered forever. You can record it now on FamilySearch.org.
- You can prepare your ancestors' names for the temple now by adding your ancestors into the tree.

Possible Channels

November 15th

Radio

Television

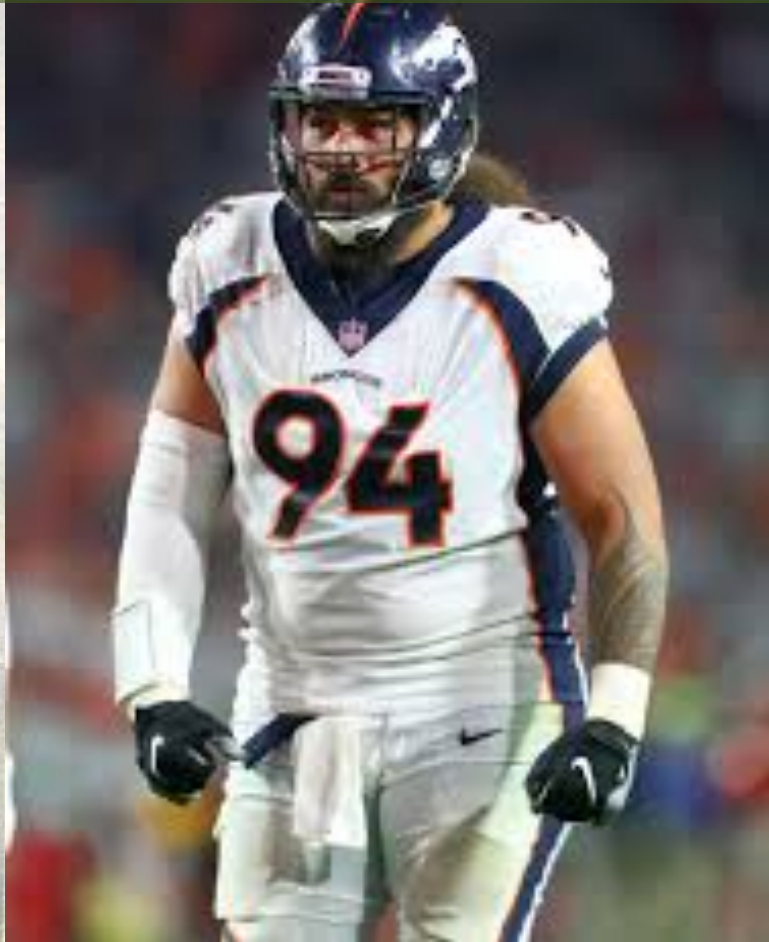
Area Social Channels

Facebook Paid Ads

They led. They Protected. Let
your ancestors' wisdom guide
you at **FamilySearch.org**



Draw on the strength of your ancestors to help fulfill tomorrow's dreams
Meet your ancestors at [FamilySearch.org](https://www.familysearch.org)



Fiji

SWOT

Strengths	Weaknesses
<ul style="list-style-type: none">• Solid Public Affairs Area Office• Strong Facebook following• Several Family History Centers• Good relationship with government• Temple Already there	<ul style="list-style-type: none">• 0.6% of the population are Church members• Empty Trees• People don't understand what family history work is
Opportunities	Threats
<ul style="list-style-type: none">• Develop unifying message across cultures• Significant portion of population have smartphones• Free Basics (Facebook)	<ul style="list-style-type: none">• Data plan affordability• Deep cultural divisions between Indo-Fijians and Native Fijians

Fiji Messages

- FamilySearch.org is now in Fijian.
- Your heritage deserves to be remembered forever. You can record it now on FamilySearch.org.
- You can prepare your ancestors' names for the temple now by adding your ancestors into the tree.

Possible Channels

November 15th

Radio

Television

Area Social Channels

Facebook Paid Ads



Who's on your ancestral team?
Meet your ancestors at [FamilySearch.org](https://www.familysearch.org)



The greatest teams are the ones that are a family.
Who's on your family team?
Meet your ancestors at [FamilySearch.org](https://www.familysearch.org)





Unifying Pacific Concepts

A serene sunset scene over a calm ocean. The sun is a bright, glowing orb in the upper left corner, casting a shimmering path of light across the water's surface. The sky is a deep, warm orange. In the lower right, a small, dark sailboat with a single large sail is visible on the water. The overall mood is peaceful and contemplative.

*Your ancestors' life stories can
help you navigate your own story.*

Find out how at [FamilySearch.org](https://www.familysearch.org)

*Your ancestors' life stories can help you
navigate the future.*

*Find out how at
[FamilySearch.org](https://www.familysearch.org)*





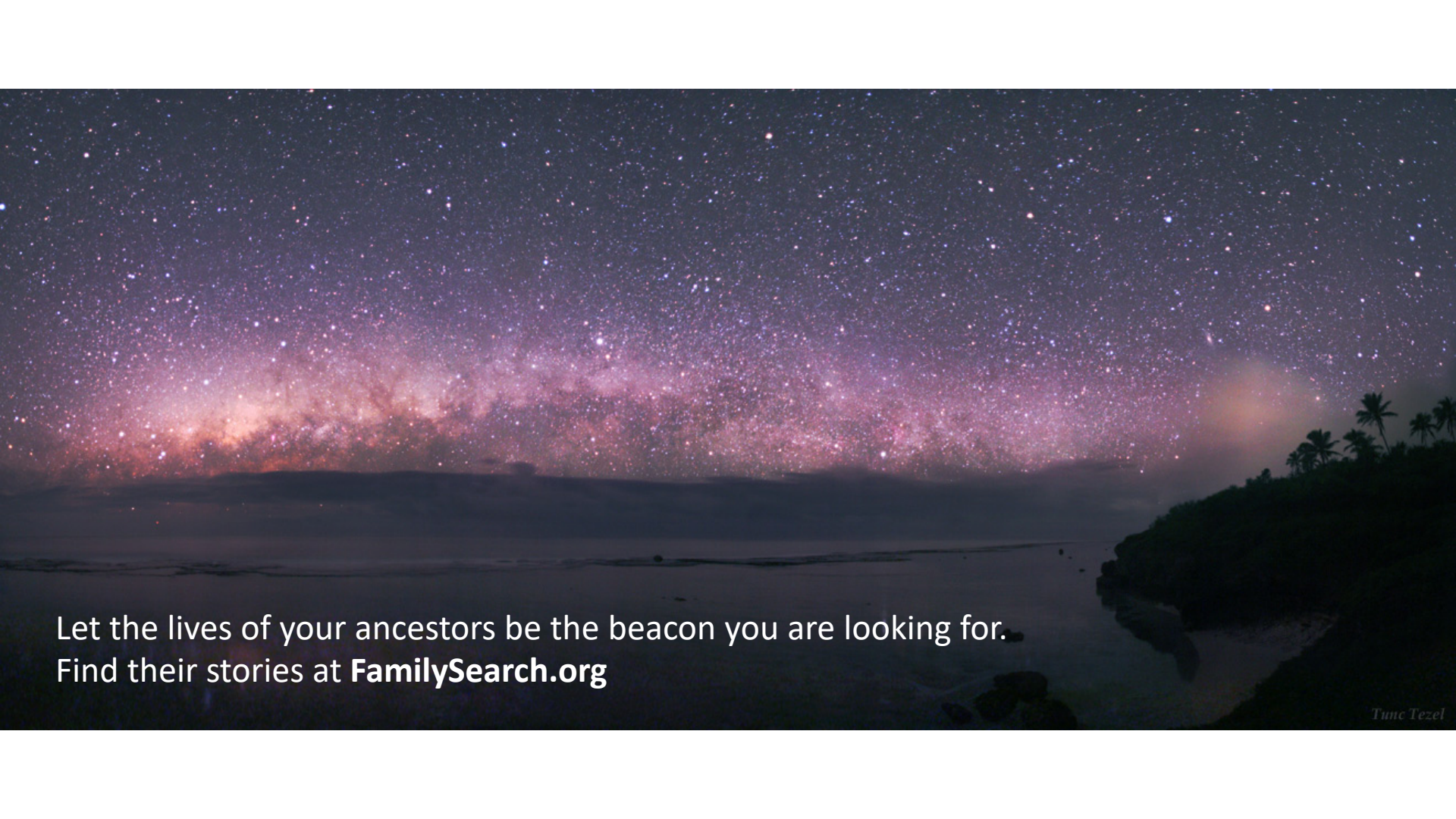
*Your story becomes more beautiful as you share your
ancestors' stories.*

*Find out how to save those stories forever at
[FamilySearch.org](https://www.familysearch.org)*



Let the light of your ancestors' lives guide you.
Find out more at **FamilySearch.org**





Let the lives of your ancestors be the beacon you are looking for.
Find their stories at **FamilySearch.org**

Tunc Tezel

Diaspora

Diaspora Localities

Credit: Miya Jensen

American Samoa Samoa

- United States
(184,440)
- New Zealand
(144,138)
- Australia
(75,755)

Fiji

- Australia
(96,960)
- Canada
(17,815)
- United States
(10,265)
- New Zealand
(7,000)
- United Kingdom
(4,500)

Possible Channels

- Social Ads
- Social Posts
- Influencers
- Student Organizations
- Cultural Church wards/stakes

Objectives

What: Invite Pacific Islander Diaspora through relevant content to connect back with their roots in their homelands

How: Engage Diaspora through social media posts that invite them to learn about how their past can help them in their future

How: Inspire Diaspora to learn and share their ancestors' stories

Who: Engage influencers, social media audiences, and Pacific Island Wards through heightened engagement around Fiji and American Samoa being a 2020 focus country



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS