BANTU METHODIST CHURCH OF SA

UKUTHENGISWA NOMA UKWAZISA NGEBANDLA EMPHAKATHINI (CHURCH MARKETING)

- Ukumaketha kuvame ukuyamathiswa nokudayisa
- Inkonzo ezifuze lelibandla lethu ezaziwa ngokuthiwa angamabandla ohlelo lobuweseli ,obuRoma namaSheshi namnye afuze wona awamahle ekuzidayiseni kunala obusindiswa
- Imvamisa lawa abasindiswa ayakwazi ukuzithengisa ngedlela yebhizimisi okuyinkinga kakhulu kulawethu. Lokho kuwenza azimele ngokuphelele angadingi ukuxhaswa abantu bangaphandle kwezakhiwo zawo.
- Anolwazi olunzulu lokuthi umnikelo utholakala kubantu ngakho ukuze awuthole kumele aqoqe abantu abaningi abangenise ebandleni.
- Asebenza ngozikukhandla ukukhanvasa amalungu amanye amabandla futhi aphumelele
- Ayazi futhi ukuthi ukuze abantu bahlale ebandleni kudinga banakekelwe. (Customer care or client satisfaction)

Yini ukudayisa ?

- Ukudayisa kuphakathi komkhiqizi nomthengi
- Ukudayisa kuhambisana nokwazisa (Publicity) nokukhangisa (Advertising)
- Abantu bayadinga ukwazi kabanzi ngalokho okusuke kudayiswa kakhulukazi umsebenzi wako nosekuzuziwe ngakho.

Ubani iklayenti ?

Ibandla kumele kumele lazi kabanzi ngohlobo lwabantu elimele ukuzithengisa kubo.

- U Stot 1991; 6 kweminye yemibhalo yakhe uveza ukuthi kuyinxaki kwenye inkathi ukwenza umkhiqizo okungelula ukuba uthengwe abantu emakethe ogcina umnikazi wawo ezidlelo wona
- Ibandla kumele liqikelele uma lizidayisa emphakathini ukuthi iziphi izinto ezidingwa umphakathi.

Silwakha kanjani uhlelo lwethu lokuzidayisa ?

Uhlelo lokuzidayisa luzinhlaka ezi 3

- Sikuphi njengamanje ? (Marketing audit)
- Siyakuphi ? (Development of objectives)

- Sifika kanjani lapho ? (Design of marketing strategies)

Zintozini ezingasetshenziswa ukudoba abantu nokubagcina besebandleni

- Umfaniswano
- Indlela esihlabelela ngayo
- Indlela okuholwa ngayo ibandla kuwona wonke amazinga
- Ukwazisana nokunakekelana
- Ukuziphatha noma ukuzihlonipha
- Ukuba nezakhiwo zebandla kuwona wonke amazinga
- Izikhangiso
- Ukusebenza njengeqembu kunokuzimela wedwa
- Uhlelo olucacile lokugcina intsha yethu ebandleni kunye nohlaka luka sontosikole olukwazi ukukhulisa abantwana bebandla nokubagcina.
- Izinhlaka zabasha nosontosikole kumele zibengaphansi komfundisi wesekethe ezingeni lesifunda zibephansi kasihlalo wesifunda
- Izinhlaka eziqinile zezimanyano zebandla ezidonsa abantu emgwaqeni

Ukukhangisa

Kumele sibe nesakhiwo sokwazisa nokuxhumana esiqinile nesinamandla

- Ukusebenzisa amaphephandaba
- Imisakazo kunye nomabonakude

Amaqhinga okuzidayisa

Ukuzidayisa akwenziwa noma kanjani kodwa kunendlela ehlelekile emele ilandelwe ukuze kube nemiphumela eyiyo

- Ukuzidayisa kuyibanga elide ngeke kuthele izithelo ngelanga.
- Uma ninezinto ebandleni bamemeni labo enidinga ukubadoba
- Akube nokwazisa ngezinto ezenzeka ebandleni njalo ngekota
- Awasetshenziswe amaphepha aseduze ukubika ngezinto ezenzekayo
- Abaholi abazimbandakanye nezinhlelo zomphakathi ukuze baziwe.
- Yibani nemicimbi yokuqoqa iminikelo ukuze nibe nemali
- Vakashelani izikole nezindawo ezihlala abantu niqhakambise inkonzo yenu nakubangani benu nomakhelwane.

- Ukuhlanganisa abantu kumele kulandelwe izikhumbuzo zekhalenda kahulumeni ukugubha izinsuku zabasha , omama , obaba , amasiko , nokunye kumeywe abazokhuluma kulemicimbi
- Ukwakhiwa kwezinhlangano ezididiyela bonke abantu abambethe nalabo abangembethe (men and women auxiliary fellowship) ukuletha ubumbano ekuthuthukiseni nokwabelana ngolwazi ezintweni eziyisa impilo phambili
- Ukuqikelela ukuthi intsha yethu yebandla iyafunda igogothe ingasheshi ibaleke ezikoleni nokuletha abantu abazoyiqwashisa ngezinto ezibulala ikusasa layo
- Ukuba nendawo yokukhonzela esezingeni hayi emizini yabantu yebo singaquba ezikoleni kodwa singafeli khona. Ibandla aliqongelele imali libe neziza futhi kwakhiwe kuzo

Amaflag enu nazonke izinto enicabanga ukuthi zithatha amehlo

- Awabe mahle agqame ukuheha ihlo londlulayo
- Wonke umuntu uyathanda ukuyamaniswa nento enhle.
- Abhalwe kahle ngabantu abanolwazi hayi sizibhalele
- Amasonto awanakekelwe futhi abhalwe kahle acace
- Abiyelwe kahle abe nezimishini zokuhlala abefundisi namahovisi

BANTU METHODIST CHURCH OF SA

ISEKETHE

Ngokomthethosisekekelo ibandla lethu lakhiwe izifunda ngokohlelo lwezwe lase SA. Kuthi izifunda zibe namadolobha abizwa ngamasekethe. Ngaphansi kwesethe kukhona amagatsha.

IKWATA

Lona ngumhlangano owengamela ukulawulwa kwebandla ezingeni lesekethe futhi yiwo othatha izinqumo eziya kwiSinodi. Isinodi yisona esendlulisa imibono yonke kwinkomfa yebandla

Amalungu ekwata

- Insumpa yesekethe
- Umfundisi weskethe
- Amagosa esekethe kunye nawamagatsha
- Abakhokheli
- Abashumayeli bonke abasohlwini lwesekethe.
- Amatrust
- Insumpa kasontoskole
- Izihlalo zezimanyano zesekethe zonke
- Ulusha lwesekethe

Yini umsebenzi wekwata

- Ukukhetha amagosa esekethe njalo ngoDisemba
- Ukuvula iaccount yebandla kunoma yiliphi ibhange lase mzansi elibhalise ngokomthetho
- Ukuqoka unobhala wekwata
- Ukwamukela imibiko yesekethe evela kwizinhlaka zebandla
- Ukubheka zonke izinto eziphathelene nezindleko zesekethe nokukhokha izikweletu , Isondlo somfundisi izindleko zokuhamba
- Ukubuyekeza imibiko evela endlunkulu nokunika imibono eyisa ibandla phambili
- Ukwamukela amalungu afisa ukungenela ubufundisi kwikwata ka Mashi.
- Ukumema umfundisi ozophatha isekethe kunyaka olandelayo ngaye futhi uMashi
- Ukuqoka abantu abazoya kwisinodi umalabo abamele ukuya bengaphumeleli
- Ukuqoka amalungu okubhekela iminikelo edingeka esinodini
- Ukuqoka ilungu elizoqokelela umnikelo wokufundisa abefundisi bebandla
- Ukuqoka igosa lomnikelo wabampofu

Izincwadi zesekethe

- Uhla lwamalungu
- Incwadi ebhalisa abazobhabhadiswa
- Ikilasi bhuku
- Incwadi yasebhange
- Incwadi yokuqoqa umnikelo
- Incwadi enohlu lwezingane zikasontosikole
- Incwadi yamaminithi emihlangani
- Uhlu lwezinto ezisemishini
- Incwadi yezinto ezingamafa esonto

Igosa lesekethe nemisebenzi yalo

Igosa lesekethe lingumholi ezingeni lesekethe nesifundazwe elihlala kusona

- Likhethwa njalo ekateni kaDisemba
- Liyahlala kumhlangano wesodi oshintsha abefundisi
- Lisebenzisana nomfundisi ukubheka ukusebenza kwesethe ngokulawulwa yikwata
- Livula incwadi yebhange yesekethe egameni lebandla
- Libheka ukukhokhelwa kwesondlo somfundisi nazozonke izindleko zesekethe
- Liba nonhlelo olucacile lokungeniswa nokuphuma kwezimali esekethenі lenze nombiko ekwateni
- Lendlulisa isimemo somfundisi okuvunyelwane ngaso ekwateni
- Lendlulisa isimemo somfundisi ngesikhathi kuye kunye noshlalo wesifunda
- Lixhumana nomfundisi othunyelwe ekuvalweni kwenkomfa lilungiselela ukufika kwakhe esekethenі nazozonke izidingo zomfundisi
- Linika umfundisi isatifikethi sokuthi indlu yemishini azongena kuyo iphephili ezefweni ezingahle zihlsele impilo yakhe.
- Lihambela umhlangano wesinodi nowekomidi lesifunda angamalungu awo
- Lilungu lekomidi lamaTrust amagatsha esekethe lalo
- Lililungu lenhlangano yabakhkheli legatsha elihlala kulo
- Lililungu lomhlangano wezimali ohlala njalo ngeviki ukwamukela imnikelo evela emagatsheni

Umhlangano wabakhokheli

Lomhlangano ungena ngaphambi kwesonto elikhulu njalo ngekota . Ubheka lokhu okulandelayo;

- **Abazobhabhadiswa**
- **Abazoqiniswa**
- Amalungu amasha azokwamukelwa
- Ubheka amaklasi bhuku
- Ubheka ukungeniswa kwezinkonzo ngabashumayeli ngamasonto
- Ubheka ukungeniswa kwamaklasi ngabakhokheli ngamasonto
- Ubheka ukungeniswa kukasontosikole njalo ngamasonto
- Ukuqoqwa kweminikelo yebandla
- Ubheka indawo lakusontelwa khona
- **Ukuqoka igosa legatsha nelomnikelo wabampofu**

Yini abakhokheli ?

Umthethosisekelo wenkonzo yobuweseli uqhakambisa kakhulu ukumiswa kwabakhokheli. Lawa amalungu akhethwa umfundisi wesekethe ukwelusa amalungu noma izimvu zebandla. Amiswa kwinhlanganiso yabakhokheli. Lamalungu ayavotelwa egatsheni lapho esonta khona. Loluhlaka luwumgogodla wobusonto bethu futhi uma loluhlaka lubuthaka lwenza inkonzo yethu ibebuthaka. Sisho singahlonizi ukuthi ibandla lethu liwile nje liwiswe iloluhlaka. Cishe bambalwa nabefundisi abengenisa lomhlangano emagatsheni ethu noma ingeniswa asikholwa ukuthi ihanjiswa ngendlela lokhu akubuzwa kufakazelwa ukufadalalala kwezakhiwo zethu.

Yini ebhekeke kumkhokheli ?

- Ukuba athembeke kuye uqobo nasebandleni imbala
- Ukuba azinikele ekusebenzeleni UnKUNKULU ukwalusa umhlambi wakhe ngeqiniso
- Ukwesaba umdali ngokungenzi izinto ezomenza ehlulwe umsebenzi wakhe
- Ukuba sezinkonzweni njalo ngamasonto eluse umhlambi awunikiwe.
- Ukuba nohlu olubhalwe amalungu ekilasi lakhe
- Ukubikela umfundisi ngabagulayo , abalahlekelwe zihlobo , abanezinxaki zabo abadinga ukusizwa nokunye
- Ukugqugquzela iminikelo yebandla emalungeni akhe indluliselwe emagoseni
- Ukungenisa iklasi ngaphambi kwenkonzo noma ngemuva kwayo njalo ngamasonto.

- Ukuhambela abagulayo nabaxakekile ezindlini zabo
- Ukusondeza iklasi bhuku kumfundisi wesekethe njalo uma kunomhlangano wabakhokheli ukubonisa ukuza kwabantu enkonzweni neminikelo ngokunjalo
- Ukukhuthaza izimvu zakhe ukuhambela imihlangano yebandla ngasosonke isikhathi.

Imihlangano

Amalungu

- Umfundisi
- Abakhokheli begatsha
- Igosa legatsha nelesekethe uma lihlala egatsheni lelo
- Kumele kukhethwe unobhala kuwona amalungu.

Ukuze ibandla likwazi ukukhangiseka kumele labo asebengenile benze lokhu okulandelayo

- Wonke umuntu abe ngumgqugquzeli alethe umuntu omusha njalo ngonyaka
- Babengamavolontiya ukusebenzela ibandla ngaphandle kokubheka inkokhelo
- Balinikelele ibandla ngokuzikhandla nokwethembeka benze nezipho
- Bakhuthalele ukuhambela imibuthano yebandla

Igosa legatsha

Liyilungu lenhlangano yabakhokheli egatsheni. Likhethwa kwinhlanganiso yokuqala yabakhokheli emva kwekwata kaSeptemba minyaka yonke. Igosa legatsha liyilungu lekwata.

Uyini umsebenzi wegosa legatsha

- Ukusebenzisana nomfundisi nabakhokheli ukwakha indlela enomoya wozwano ebandleni
- Ukugcina izincwadi zeminikelo yegatsha ezemukelwe kubakhokheli ngendlela efanele
- Ukuhambela imihlangano yabakhokheli
- Ukuba unobhala wabakhokheli uma engekho oqokwe yinhlangano ukwenza njalo nokubhala amaminithi
- Ukubona ukuthi iminikelo yebandla ifika ngesikhathi esifanele
- Ukubona ukuthi iminikelo yesekethe iqoqwa ngesikhathi futhi yendluliswa ngokushesha kwikomidi lezimali lesekethe noma kubakhokheli engakapheli amahora angu 24
- Ukundlulisa izaziso zebandla nokubona ukuthi ziyenziwa zonke izinto ezibaluliwe
- Ukubheka ukuthi akekho umuntu owemukela isidlo senkosi engazange aqiniswe noma emukelwe inhlangano yabahkokheli

- Ukubona ukuthi izingane ezizobhabhadiswa zendlula kwinhlangano yabakhokheli
- Wemukela abashumayeli abathunywe egatsheni
- Ubheka ukuthi ulimi olusetshenziswa ebandleni yilolo olwamukelekile
- Ubheka ukuthi imihlangano yegatsha iyangeniswa

Igosa lomthendeleko

Naleligosa likhethwa yinhlangano yabakhokheli ngo Septemba minyaka yonke

Yini umsebenzi walo

- Ukubona ukuthi isidlo senkosi silungisiwe nokuqoqa umnikelo waso
- Ukwenza umbiko mayelana naleminikelo kwinhlanganiso yabakhokheli nokundlulisela kulabo abadinga ukusizwa.
- Ukubikela umfundisi ngabagulayo nalabo abanezinto ezthize emizimbeni yabo
- Lililungu lekwata yesekethe

Iminikelo yesekethe

Uhlelo olusha lokunikela ebandleni aluchithi izindlela isekethe nezifunda okumele baziphilise ngakho. Lokho kusho ukthi isekethe nesifunda kumele babe nezindlela zokwakha izimali ngoba wonke umnikelo uyiswa endlunkulu lokhu akumele kudide ibandla. Nansi iminikelo yebandla

- Umnikelo wamaklasi wenyanga noma ikota noma unyaka noma izitolimende ezimbili ngonyaka (central fund)
- Umnikelo wangesonto
- Umnikelo wesidlo
- Umnikelo osipesheli

USONTOSIKOLE EZINGENI LESEKETHE

Loluhlaka empeleni luwumgogodla wokuthuthukisa ibandla ngaphakathi. Kubalulekile ukuba lubhekwe ngehlo elibanzi ngoba amanani ebandla akusasa alele kulona. Kuyinkinga ukuthola abantu abavela ngaphandle kudingeka ube namasu kanti lolu lukhulisa abantu abazelelwe yibandla bese lubagcina.

Umkhandlu kasontosikole wesekethe

Isekethe kumele noma kanjani ibe nesakhiwo sika sontosikole

- Amalungu alesakhiwo ami kanje;
- **Insumpa yesekethe ,insumpa kasontosikole , amalungu kasontosikole esekethe ,amalungu amane akhethwa yikwata kuwona kumele kube ligosa lesekethe kunye nomshumayeli.**
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Yini umsebenzi walesisakhiwo

- Ukudibana njalo ngekota ukuhlangayela nokubambisana
- Ukubheka amanani alesakhiwo nokwenza umbiko ngawo ekwateni
- Ukwandisa izikole nokuthuthukisa lezi esezikhona
- Ukwakha uhlelo lokujikeleza nezincomo ezingangeniswa kumhlangano
- Ukulekelela ikomidi labasha lesifunda ukwandisa abafundi bakasontosikle bamasekethe abazongenela izivivinyo
- Ikomidi kumele liqoke unobhala nomgcinizimali. Unobhala uyaba yilungu lekwata
- Ukuqhubeka kokusebenza kwekomidi kule kumalungu ekwata.

Ubaluleke ngani usontosikole

- Inhloso enkulu ukukhulisa ngezimfundiso zikaKrestu nangezinkolelo zakhe
- Ibandla leBMCSA lifundisa izifundo zebhayibheli elingcwele kunye neKhathizikhimu yamaweseli njengomhlahlandlela osemthethweni akumeli kwenziwe okunye kwangaphandle

- Umfundisi webandla nguye ohola loluhlaka noma umshumayeli ozobheka ukusebenza nokufundiswa kwabantwana ngaphansi kwemiqathanga ebekwe yibandla jikelele
- Kumele kwakhiwe iligi yokukhonza yabafundi bakasontosikole ukubaqeqesha mayelana nokukhonza unkulunkulu
- Abaholi bonke bakasontosikole kumele njalo ngenyanga babe nomthandazo wabo banxenxe nalabo asebekhulakhulile emakilasini abo ukuba bahlangayele nabo ukuba khuthaza ukukhonza iNkosi
- Isonto likasontosikole eliqokwe inkomfa ukuba kuthandazelwe abantu abasha kumele lihlonishwe futhi kuthandazwe ngalo.
- Isekethe nesifunda kumele babe neqoqo lezincwadi ukulekelela ekuthuthukisweni kolwazi ngezenkolo
- Uma kulilungela isekethe ingakha uhlka olubizwa ngimishinarr yabasha.
- Usontosikole kumele uqoqe umnikelo ngokwesivumelwano nohlaka lwabasha esifundeni ukuthuthukisa umsebenzi wawo jikelele

Thus prepared by KZN District workshop committee members

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