

SAMPLE COMMUNICATION PLAN

MINISTRY AREA



It is impossible to over-communicate! If there is a message that needs to be broadcast from one person or group to another person or group, the more ways that message can get in front of the intended receiver(s), the better! In the Church, we often make the perilous assumption that either everyone knows what's going on, automatically, or that the people who need to know will take the appropriate amount of initiative to find out for themselves. Both are derelictions of duty for the simple reason that it is the communicator's job to communicate! With those thoughts in mind, here is a plan for getting the message out about your church's ministry as widely as possible:

Live feeds (staff):

The oldest and most basic way to communicate with a person is face to face! The paid and volunteer staff can maximize the opportunities that they have to give a good impression of the ministry and good information that will be helpful to others, live and in person.

Print Promotions:

While not an effective stand-alone strategy ("It was in the bulletin--why didn't they know about it?"), putting things in writing on paper can be an important first-exposure or timely reminder that is portable and reasonably durable, yet inexpensive to produce!

- Annual calendar & directory ready at kickoff and available all year
- Weekly bulletin spot for programs & occasional event inserts
- Reminder postcards
- Posters for major events
- Monthly customizable newsletter/calendar for insertion in church newsletter mailings

Tech Transmissions:

In an increasingly digital world, engaging with people's virtual news gathering and interaction portals becomes the new "normal" we must adapt to.

- Weekly emails from the ministry leader to weekly hands-on volunteers
- Weekly emails from the ministry leader to all recipient stakeholders (those who are involved or who are being invited to engage with the ministry)
- Web page updated weekly (a trusted volunteer can be given access)
- Facebook profile/groups/event invites
- Twitter or text blast message distribution
- Instagram stories, posts, and reels
- Phone Tree
- Registration forms for any events available to download from the church website