



Communications Plan

Introduction

Why is Communication important? It keeps your church informed about what the WCI team is doing, thinking and experiencing. It provides an avenue for the larger church to be included, preventing an illusion that the process is being conducted by only a select few behind closed doors. It will help you determine what God is calling your church to, as the conversation broadens to include the “buzz” that is created by your frequent communication. It will help bring your church along and have them “on board” in the end and help people determine what God is calling each of them to as the larger plan is launched.

Creating a Plan

A Communication Plan is...

- **A Plan:** Well thought out. Begins at the beginning. Does not “shoot from the hip.”
- **Communicates:** Communicates your project – its activities, its hopes, its experiences, its excitements, and its disappointments. But, keep in mind it always cheerleads, for you are leading the church in revitalization.

Best Practices

- Develop a plan for each month. It is recommended that some form of communication is carried out a minimum of every 2 weeks, preferably weekly. It is suggested that you write your plan on a calendar to keep it organized and in front of the team.
- Use multiple means of communication: newsletter, bulletin, Facebook, church sign, etc.
- Use multiple methods of communication: Bible verses, prayers, personal stories
- Name one or more communication facilitators. You may have one for the whole time or rotate from month to month. Ensure that the entire team is involved in determining aspects of the plan. Make sure someone is in charge of getting this done.



WHOLE CHURCH INITIATIVE

- Do not simply include minutes in the newsletter. People will find other methods of communication far more interesting and are more likely to remember them.
- Keep written narratives short (approximately 3 paragraphs). People are more likely to read a shorter message and not skip over it.

Starting Suggestions

- Share scripture passages that are being studied by the WCI team in the bulletin and invite the church to study them with the team for the following week.
- Share prayers in the bulletin for segments of the community identified by the Mission Insight process and ask the church to pray the prayer through the next week.
- Start a dialogue on Facebook about a particular newspaper story applicable to a demographic notable in the Mission Insight.
- Have a WCI team member write a short reflection in the newsletter on their experience at the laundromat, bowling alley, etc.
- Share data, demographics, graphs, etc. on signs on the doors in bathroom stalls. It's a captured audience!
- Look ahead to the Liturgical Calendar to see if there are opportunities to parallel the liturgical year. For example, sending Advent Cards about new birth, or writing Advent Liturgy.
- Look at the church calendar. Are there ways to parallel with dates there? Church Anniversary, for example.
- Video an elder church member telling her memories of growing up in the church. Then edit, and share the video during a worship service. This type of communication is great because it communicates to the congregation that you are honoring the past/tradition as you look to the future.
- Let God be your guide. The options are numerous and the best are those that fit the particular circumstances and characteristics of your congregation.

