



## **COMMUNICATIONS 101**

### **BASICS OF COMMUNICATION**

#### **What is communication?**

Communication is anything that is seen, heard, or read which conveys an impression of your church or ministry. Everything you do and say reflects upon who you are, personally and corporately.

#### **How does communication happen in congregations?**

Communication is internal and external. Internal communication is directed toward church members, and external communication is directed toward the community, potential members and the unchurched. These are our "audiences" – our members and the marketplace.

#### **Why should we be concerned about our how our congregation communicates?**

A congregation gets one chance to make a first impression – visitors at church, encounters in the community, website, other communications tools, etc.

Better communication with your congregation's members means better responses to the things you want them to care about. Clear, easy-to-understand communications are more likely to draw people to worship or to an event. Since the quality of your communications reflects on your congregation, it is important to convey a consistent, professional image that is inviting and easy to understand.

#### **What should your church communicate?**

- First and foremost, communicate the Gospel of Jesus Christ with passion and excellence
- Communicate your congregation's vision and plan for fulfilling the Great Commission
- Tell your story – who are and what you do as a community of faith
- Describe your worship
- Emphasize your ministry – don't simply *tell* you are, *show* who you are

### **What should your congregation communicate about the Anglican Mission?**

- Communicate the Core Belief of the Anglican Mission – The Scripture, The Spirit and The Sacred
- Communicate Anglican Mission's unique Ancient...Future worship and tradition
- Communicate the Anglican Mission's Core Values and Distinctives
- Focus on reaching the 150 million unchurched in North America

### **GENERAL GUIDELINES**

- Identify audiences
- Identify effective tools for reaching each audience. Consider the demographics for your target audience – what will effectively draw others to Christ through your congregations? One size does not necessarily fit all. Meet people where they are – create a hook.
- Develop internal and external communication tools.
- Consistently communicate your message (mission, vision, core values) clearly and succinctly – often less is more.
- Establish a brand for your church or ministry. This involves developing a “consistent look” for your communications tools that makes it easy for people to identify who you are. For example, you want people to say, “That’s the church that...fill in the blank. Combining a brand with a consistent message will accomplish the task.
- Seek to establish your church's unique identity and to develop name recognition
- Develop audience specific targeted tools – focus on excellence, quality and getting the most for your investment – communications by nature is strategic
- Budget and staff for excellence and effectiveness in Communications

### **SAMPLE INTERNAL COMMUNICATION TOOLS**

- Sermons and music in worship
- Telephone calls
- Worship bulletins
- Newsletters, both print and electronic
- Website
- Bulletin boards

- Face-to-face conversations, etc.
- Sunday School handouts
- Annual reports
- Answering machine/voicemail system
- E-mail

#### **SAMPLE EXTERNAL COMMUNICATION TOOLS**

- Communicate through the media (media advisories and press releases)
- Exterior signs, including church sign, parking lot signs, "main entrance" sign, etc.
- Website – focus on quality, excellence, design and navigation – keep it updated
- Direct Mail
- Brochures & other literature
- Media Advertising (radio/TV)
- Community advertising (phone book, neighborhood welcome packets, hotels etc.)
- Other (yard signs, water bottles, etc.)