



REFRESH

RETOOLING YOUR COMMUNICATION MINISTRY

2024

SUNDAY, JANUARY 7TH @ 12 PM



Communication STRATEGY

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visitaec.org/communication

Why you need a **CHURCH COMMUNICATION STRATEGY**

“Having a communication strategy and plan is essential to ensure that your messaging is consistent and tells a unified story that ties back to your overall mission and objectives.”

~ Dan Krause, chief executive of United Methodist Communications

Powerful CHURCH COMMUNICATION STRATEGY

ENSURE CONSISTENT
MESSAGING

KEEP MESSAGES
ALIGNED WITH
CHURCH'S VISION

ENGAGE AND INVOLVE
THE AUDIENCE

BASIC STRATEGY



WHAT/HOW TO SAY



WHEN TO SAY IT



WHOM TO SAY IT TO

Let's work
TOGETHER

Step One

IDENTIFY YOUR CHURCH'S NEED/GOALS

What is the objective that is most important for your church this quarter (or year)?

- boost membership
- fundraising
- member engagement/discipling
- healing

Step Two ASSESS EXISTING COMM STRATEGY & EAR-MARK GAPS

What do you currently have in place?

- How effective is it?
- How can you build on it to achieve goals?
- Ex: Add more external communication elements to your plan to invite new visitors

Step Three DEFINE YOUR TARGET AUDIENCE

Who are the individuals most relevant and meaningful?

- Age groups
- Level of engagement
- First-time, repeat and lapsed attendees
- Responsiveness

INTERNAL

- Sent to members
- engages the audience
- brings congregation closer
- keeps staff aware/up-to-date

EXTERNAL

- Sent to a new audience or target groups
- boosts membership
- gives visibility to church and activities
- provides opportunities for a new audience to engage

Step Four

FACTOR IN THE CHANNELS OF COMMUNICATION PREFERRED

What methods of communication do your members like

- Poll your congregation
- Consider the composition of your congregation
- Use a tool that allows multiple communication methods (Buffer, txt180, etc)

SURVEY YOUR CHURCH

- What kind of communication does your congregation prefer?
- What channels of communication get a better response?
- When is the best time to send messages for maximum impact?

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Church Communication Effectiveness Survey

We want to serve you by communicating with you in the most effective ways possible. Please check the ones you pay attention to. If you have any comments on any of these communication channels, you can put them after the item.

- ☐ Church Bulletin
 - ☐ Overall
 - ☐ Inserts
- ☐ Church PowerPoint
- ☐ Church verbal announcements
- ☐ Church Newsletter
 - ☐ Print
 - ☐ Online
- ☐ Church Website
- ☐ Church Emails overall
- ☐ Church Emails, ministry specific
- ☐ Church Facebook
- ☐ Church Twitter
- ☐ Text message from church
- ☐ Phone call from church
- ☐ Postcard or other mailing from church



The church has the task of
sharing the Words of
eternal life!
Help us
communicate it effectively.

How do you prefer to receive or access electronic messages?

- ☐ Through computer
- ☐ Through my cell phone

Outside of the church do you use? (check any that apply and that you use regularly)

- ☐ Email
- ☐ Facebook
- ☐ Twitter
- ☐ Other social networking site, which one? _____
- ☐ Text messages

No names necessary, but let us know:

☐ Male or ☐ Female

Age _____

Comments, please share anything, likes, dislikes, what would help you be more informed—anything you want the church to know about its communications on the back of this sheet. Thank you so much!

CHURCH COMMUNICATION STRATEGY

INTERNAL CHANNELS

- text messages
- emails
- message boards
- flyers
- phone calls
- announcements from the pulpit

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EXTERNAL CHANNELS

- social media
- church website
- signage and posters
- word of mouth
- referral (walk-in with a friend)

Step Five CREATE KEY MESSAGES

What key messages do you need to get across to each audience?

- What do they want to know?
- What do you want them to know?
- What is their level of influence/power?
- What level of effort would it take to reach them?

CHURCH COMMUNICATION STRATEGY

INTERNAL

EXAMPLES

- Communication to volunteers
- Updates to congregation
- Pastoral communications
- Donor emails and newsletters

EXTERNAL

EXAMPLES

- Social media updates about events
- Advertising upcoming sermons and events
- Updates on church website
- Calling for prayer requests outside congregation

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Step Six IDENTIFY COMMUNICATION CHANNELS

What mediums will you use to share the info?

- E-mail newsletters
- Advertisements
- Press release
- Workshops and events
- Website blogs
- Social media

Step Seven ASSIGN MESSAGE OWNERS

Who is responsible for sending each form of information?

- Every message in your strategy needs a designated owner, responsible for delivery and measurement
- Someone who is familiar with the given audience

Step Eight

DECIDE ON METRICS AND MILESTONES

What does success look like?

Goals should be:

1. Specific
2. Measurable
3. Time-limited

Step Nine CREATE A WORK PLAN

What is your process?

- Outline the budget
- Timeline
- Key activities
- List of available resources
- Essential events

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