

The Communications Plan

Part 4 – Putting the Plan Into Action

What you will learn today

- How do we set goals?
- How do we define action steps?
- What is our call to action?

Review

SWOT

Measurements

Obstacles

Partnerships



Mission



Vision - Values

Product – Place – Price - Promotion

The Communications Plan

8 – Setting Goals

Our mission

To equip one ministry each year to so that it can witness in word and deed to local people groups in collaboration with existing community networks.

- Goals refine your mission statement by defining or refining measures.
- Reference your measurements.

Example Goals

- To equip one ministry
 - Double the size of the ministry team.
 - To raise funds for new equipment or training.
- each year to so that it can witness in word and deed
 - Increase the number of small group leaders by **at least** 50%.
- to local people groups in collaboration with existing community networks.

The Communications Plan

9 – Defining Action Steps

What are action steps?

Action steps take the goals and assign resources to a time table. This achieves the Measureable, Achievable, and Time-specific aspects of the goals.

Further Refinement

Double the size of the ministry team.

becomes

Before Memorial Day, double the size of the ministry team from 8 to 16.

Communicating the Action Steps

Before Memorial Day, double the size of the ministry team from 8 to 16.

1. Who are the audiences? Add them to your Message Matrix.
2. Where are they located geographically and cybergraphically? Refer to your Product Research.
3. What do they need to know?
4. When do they need the information?

Message Matrix

Message	Audience	Frequency	Method
Future Leader information meeting	<ul style="list-style-type: none"> • Congregation • Elders • Coaches 	Every Sunday of December	<ul style="list-style-type: none"> • E-mail (church teams) • Twitter (church teams) • Web site (community) • Facebook (community) • Sunday bulletin
Future Leader interviews	<ul style="list-style-type: none"> • Teaching staff • Elders • Coaches • Candidates 	1st and 2nd Friday of January	<ul style="list-style-type: none"> • E-mail • Phone • Church calendar
Future Leader training	<ul style="list-style-type: none"> • Facilities • Coaches • Candidates 	Every Wednesday of February	<ul style="list-style-type: none"> • E-mail • Phone • Church calendar

The Communications Plan

10 – Making our Call to Action

Creating the Call to Action

- This is how we communicate the goal and the action steps.
- Calls to action need to be as easy as possible for people to act upon. The fewer instructions and the fewer tools needed, the more likely people and organizations are to take the actions we want.

Creating the Call to Action

- The more specific the “ask”, the more likely you will get a positive response.

“Become a small group leader.”

becomes

“Host 8 to 12 people in your home for the church-wide study we will do from February to Easter.”

Creating the Call to Action

- Product Research
 - Who wants it? – “What’s in it for me?”
 - Hospitality?
 - Teaching?
 - Leadership?
 - What are other organizations offering instead?
 - How is our offering better and distinctive?
 - Also – Time and Perception / Fear

Creating the Call to Action

- Tools – Match the technology to the audience
- Content
 - Vocabulary must be audience-centered
 - Tone
 - Iconic imagery -
<http://AdAge.com/Century/Campaigns.html>

The 1960s



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Ugh.

This is an awful picture of a Volkswagen. It's just not us. We don't go in much for trading bees or sales jamborees or assorted powwows. Maybe it's because we don't quite understand the system. We've never figured out why they run

clearance sales on brand new cars. If there are cars left over every year, why make so many in the first place? And how come the price goes down, even though the cars are still brand new? How does the poor guy who bought one last week feel about this week's prices?

Imagine what a problem it must be to keep enough parts on hand when they're always changing. And for the mechanic to keep track of what he's doing. It's all very confusing. Either we're way behind the times. Or way ahead.



The 1980s

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AGE OF CHILD: QTY: ITEM # PROOFS ENCLOSED

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TOTAL _____ TOTAL _____

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 Address _____
 City _____ State _____ Zip _____

*A DUPLO® Basic Building Set will be substituted for all children under age 3. The Formula-1 Racer and LEGO® Basic Set cannot be shipped and/or received in California. A special California mailing label, address, postage instructions, and use when used, must be included on the only envelope proof-of-purchase will be accepted. Addressed envelopes are not available for pickup. Please do not separate pieces. Offer good only in U.S. and Canada. See back of certificate for restrictions. *This certificate is void where prohibited. ©1983 LEGO SYSTEMS LTD. DANISH. WWW.LEGO.COM

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The 2000s



Communicating the Call to Action

1. Who is my audience?
2. Why use this medium?
3. What resources are being used here that should be used elsewhere?
4. Is there something else we can use instead?
5. How will you use your church's language in the new medium?

“10 Essential Questions to Ask Before Selecting a Communications Tool” –
Church Juice

Communicating the Call to Action

6. Where are you trying to direct people?
7. How are you building community?
8. How are you connecting with your audience?
9. What is the community you're entering into?
10. How will you manage pastoral questions?

“10 Essential Questions to Ask Before Selecting a Communications Tool” –
Church Juice

Measuring the Call to Action

- How many people answered our call to action?
- How many people are engaging in a new behavior?
- How much did it cost to engage each person?
- How much more effective is our ministry?

A Measurement Example

- Ministry Team – 67 of 70 volunteered
- Target Audience – 110 of 500 signed up, 22%, the target was 20%
- Participants – 98 of 110 arrived for the event, 89%, the target was 95%
- Conversions – 4, not a goal but a very nice byproduct

A Measurement Example

- Participation
 - A third of our new ministry team members want to permanently join the team. A quarter want to participate again for this specific project.
- Communications Channels
 - Facebook – 7 new fans and 11 conversations
 - Twitter – 3 new followers and 3 conversations
 - Again, neither was a goal, but a nice byproduct

Wrap-up

What did you learn today?

- How do we set goals?
- How do we define action steps?
- What is our call to action?

Homework

- Get the recording of this webinar to your elders, staff, and ministry leaders.
- Based on your mission, brainstorm goals and action steps.
- Create your message matrix and coordinate it with your publications calendar.

Upcoming Webinars

January 2012

How to Create a Sunday Bulletin With Microsoft Word

February 2012

How to Create a PowerPoint Movie

Connect with us

- Invite someone else to join us.
 - Another staff member or volunteer leader.
 - A nearby EPC church.
 - Use www.EPC.org to contact a random church.
- Connect with us.
 - EPC Community – EPC.SocialGo.com
 - Facebook - www.Facebook.com/EPChurch
 - Twitter – www.Twitter.com/EPChurch
 - YouTube – www.YouTube.com/EPChurch80