

The Communications Plan

Part 5 of 4 – Making the Call to Action

What you will learn today

- How do we get to know our audience?
- How do we craft the call to action?
- What are some call to action examples?

Review

Goals / Action Steps / **Call to Action**



Partnerships / Obstacles / Measurements / SWOT



Mission



Vision - Values



Product – Place – Price - Promotion

Know Your Audience

Knowing your audience can
help you make the
right Call to Action

Review your demographics

- Identify your target audience
 - The audience most likely to take action
 - Not necessarily the largest audience
- Review your research
 - Census or survey data
 - Newspaper and magazine articles
 - Polls and other statistics

Update your Message Matrix

1. Who are the audiences?
2. What do they need to know?
3. When do they need the information?

Craft the Message

What you will say and
how you will say it

Make it simple

- 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.

The content of the message

- State the goal.
 - “Connect people who already attend our church with others who attend.”
- State the actions required to complete the goal.
 - Multiple audiences = multiple messages
 - Find host homes for Dinner for Eight groups.
 - Sign up for a Dinner for Eight group.
 - Place people in Groups.

First draft

Have you been here for a year or two and you still don't know anyone? Then join our Dinner for Eight groups. Every three months you will get to know six other people in our church. We need hosts. Call Dana or Julie Cadman at 248-555-1515 or e-mail us at DanaHatesParites@Gmail.com.

Content

- Vocabulary
 - Avoid “Christianeese” unless it is appropriate
- Tone
- Length
 - Sunday bulletin
 - Feeling left out?
 - Who to contact
 - Web page
 - Host home FAQ
 - Attendee FAQ

Tone helps define your type of appeal

- Intellectual
- Emotional
- Moral
- Rewards-based
- Testimonial

Intellectual appeal

- Best used to educate an audience
- Best used when numbers are involved
- Data
- Logic
- “A recent survey shows that one-third of our congregation feels unconnected.”

Emotional appeal

- Best used to create a behavioral response, either one-time or long-term
- Positive
 - Love, joy, sympathy
- Negative
 - Fear, guilt, disdain
- “Do you feel lonely in a church of 2000 people? Join our Dinner for Eight groups.”

Moral appeal

- Can also be used to create a behavioral response
- Appeals to a sense of right and wrong
- CAUTION: This type of message requires much testing to strike the right tone between sensitivity and self-righteousness.
- “Shouldn’t everyone at church be connected? Invite someone to join your Group of Eight.”

Rewards-based appeal

- Used to create a behavioral response by appealing to “me-ism” – “What’s in it for me?”
- Promises benefits to the reader
- CAUTION: Failing to deliver on the promise creates “bad press” that must be managed.
- “Would you like to get more connected at church?”

Testimonial

- Best used to motivate people by wrapping experiential data in an emotional appeal.
- “We thought hosting would be a chore, but by rotating homes, hosting was easy and we learned some new recipes.”
- “Even though we have rotated to a new group, we stay in touch with our old group because we enjoyed them so much.”
- Often the strongest call to action of all.

Call to Action Examples

Short, mass communication

Long, mass communication

Personal communication

Sunday bulletin (Rewards-based)

If you'd like to get more connected at church, join us for dinner. Our Dinner for Eight groups meet once a month for three months to enjoy anything from potlucks to just desert. If you can put on a pot of coffee, you can be a host. For more information, visit the Dinner for Eight page on our web site (under Ministries). To sign up or be a host, call Julie Cadman at 248-555-1515 or write BestWifeEver@Gmail.com.

Web page

- Repeat call to action.
- Sharing food is a great way to get to know people, which is why we are starting Dinner for Eight this March.
- FAQs for host and attendees.
 - Review the action steps to ensure there is a call to action.
 - Provide guidelines to make taking action simpler - hosts, members, menus, child care, etc.
 - Answer all of the W's – when, where, etc.

Personal invitation

- Invite leaders - people you believe will be good hosts.
- Provide hosts with printed FAQ information so they can invite others to attend.
- The more specific the “ask”, the more likely you will get a positive response.
- Make sure hosts can articulate the mission.
- Have them complete sign-up sheets you will later place at sign-up tables.

Wrap-up

What did you learn today?

- How do we get to know our audience?
- How do we craft the call to action?
- What did we learn from call to action examples?

Upcoming Webinars

April 23rd, 2012

Using Communications to Welcome People to Your Church -

<https://www1.gotomeeting.com/register/310277417>

May 7th, 2012

Highlights from the 2012 Christian Leadership Alliance
- <https://www1.gotomeeting.com/register/979906561>

June & July 2012

General Assembly and Vacation #EPC32

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