

The Communications Plan

Marketing – Part I



Why We Must Market

We become irrelevant if we don't



What's at Stake

- Since 1970, there has been no growth in the proportion of adults who attend church.
- Since 1980, there has been no growth in the proportion of people who describe themselves as born again Christians.
- The fastest growing churches are non-Christian.
- A growing number of adults lack confidence in churches as an institution.



We are Irrelevant

- Other service organizations are doing our missional work.
- People are finding relationships in other institutions and activities.
- People value neither community or relationships and seek entertainment.



The Benefits of Marketing

- A better understanding of your community and its needs
- A better use of resources as ministries become more focused in their mission
- Greater ownership of ministries
- The growth of new leaders
- The less stressed pastor
- A new view of your church in the community

Source: Barna Research Group



The Communications Plan

- An outline to direct communication efforts.
- Helps congregations think strategically about goals.

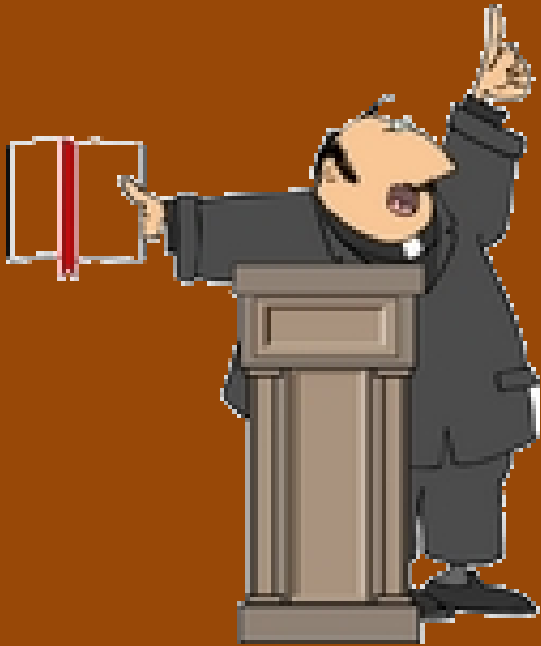


Why Don't Churches Market Well?

It's People and Perception



People



Perception

- People confuse marketing with sales, which is often seen as high-pressure and untrustworthy.
- Marketing is not a religious activity because it does not meet people's needs.
- “We are already marketing – we have a web site”
- We don't need to market.



Wrap-up



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