

How to Build a Communications Team

How to empower others to help you
get the word out

What you will learn today

- Who do you need on your team?
- How do you get people on your team?



Who Ya Gonna Call?

The Team Mix



- Some people are regular members of your team.
- Some people are specialists you need for special projects.
- Make sure to recruit at least annually, especially for the specialists.

Potential Team Members

- Staff and ministry leader contacts
- Writers
- Artists
 - 2-D composition
 - 3-D composition
- Photographers and videographers
- Technologists
 - Web developers and users
 - People skilled in office software
- Audio engineers and sound editors

Finding Volunteers

- List all the things you could do.
- Prioritize the things you need to do.
- What skills do you need them to have?
- Ask for volunteers to help with this and etc.
- Skill gap analysis defines capability and training needs.
- Be willing to revise the plan based on your talent pool.

What Do You Want to Do?

- Sunday bulletin
 - Microsoft Word
 - Writing
- Newsletter
 - Microsoft Word
 - Writing
- Web site
 - Writing
 - HTML
 - Web site setup
 - Graphics
- Facebook
 - Facebook

Skill Gap

Need

- Microsoft Word
- Writing
- HTML
- Web site setup
- Graphics
- Facebook

Have

- Microsoft Word
- HTML
- Web site setup
- Graphics
- Twitter
- Blogging

Team Structure

1. Create a job description.

- Tasks = To Do List
- Duration of the tasks.
- Frequency of the tasks.
- Spiritual gifts
- Reporting structure

2. Create a checklist for quality control.

Volunteers want to donate their time and talent to achieve a greater good. Nothing makes them feel less appreciated than when their time is wasted. Having a job description and a check list actually helps them feel like part of the team.

How Do You Recruit?

Two Approaches

- Recruiting
- Mentoring

Recruiting

Advantages

- Puts many hands to work more quickly.
- Typically pools a broader base of skills.
- More minds = more frequent brainstorming

Disadvantages

- Requires putting work on hold while building a team.
- Requires scheduling/coordination.
- More people = more disagreements.

Mentoring

Advantages

- Easier to combine work and training.
- Fewer scheduling conflicts.
- Stronger relationships.

Disadvantages

- Builds capacity more slowly.
- Builds capability more slowly.
- Fewer new ideas.

Recruiting – Reaching out

- The more personal the ask, the better the response.
 - Ask people you know.
 - Ask people you know who do they know.
- Use a spiritual gifts survey.
 - These are indicators, not cast in stone truths
- Create an event / orientation.
 - Put a date on the calendar / develops urgency
 - Cast a vision
 - Let people get to know you
- Web site, Sunday bulletin, other passive media

Recruiting – Setting up for success

- Match experience, training, and gifts to jobs. People are individuals, not interchangeable cogs.
- Start people with tasks at their skill level.
 - Explain when tasks are above or below the skill level.
 - Ask people how they like to be challenged.
 - Create an environment where questions are encouraged.
- Ask for feedback after big projects to help build ownership.
- Let everyone know that suggestions are welcome, but must be weighed against priorities and resources.

Recruiting – Celebrating success

- Establish a culture of mentoring.
 - Ensure the person leading the team is equipped and capable of mentoring.
 - Explain to other team members that their team leader is a resource.
 - What was the best job you ever had? Most likely a job where someone poured into you.
 - Develop leaders after completing three projects.
- Celebrate the completion of team projects.
- Celebrate the completion of individual projects with the five love languages.

Wrap-up

What did you learn today?

- Who do you need on your team?
- How do you get people on your team?

Homework

1. Identify all of skills you will need to complete these projects
2. Create job descriptions.
3. Invite people you know to join your team.
4. Schedule an initial meeting and announce it every way you can.

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