

How to Build a Communications Team

How to empower others to help you
get the word out

Defining the Purpose of Your Team

- Who needs to know?
- What do they need to know?
- How often do they need to know?
- How will you communicate to them?

WHO?

Who? The usual demographics.

- Everyone
- Parents
- Young children
- Tweens
- Teens
- Singles
- Seniors
- As soon as you begin to serve one group, you will get requests to serve them all.

Who? Ministry teams

- Sunday school teachers and youth group leaders
- Bible study leaders
- Facility volunteers
- Administrative volunteers
- Worship team members

Who? Needs-based audiences

- Working mothers
- Hobbyists
- Unemployed
- Under-resourced (food, clothing, transportation)
- People in recovery
- These categories can include members and non-members

WHAT?

What? The BIG picture

- Your church's vision
- Your church's mission
- The mission of all of your ministries

What? The details.

- Events and other calendar items.
- Ministries and other services. Keep repromoting existing ministries.
- Biblical truths.
- Policies.
- Procedures.
- You know these things intrinsically, but your team needs to be clear about these.

What? Not.

- It is just as important to indicate what your team will NOT communicate.
 - Jokes
 - Recipes
 - Local news reported elsewhere
 - Items or services for sale or lease

WHEN?

Regular and Irregular Items

- Emergencies and events.
- Daily, weekly, monthly.
- Annually.

Team and Resource Capacity

- The frequency of communication helps determine the method of communication.
- The size of your team helps determine what communications tasks you can manage.
- Refer to your publications calendar.

HOW?

How?

- Messages from the pulpit
- Sunday bulletin
- Lobby monitors and posters
- Presentation slides
- Web site
- Newsletters – print and electronic
- Blogs, Facebook, Twitter, Google+

Message Matrix

Audience	Messages	Frequency	Method
Teachers	Evacuation procedures	Annually	Handout – annual retreat
Teachers	Teaching plan	Quarterly	PDF sent by e-mail
Anyone	Weekly Bible study focus	Weekly (not Easter and Christmas)	Blog
Elders	Annual budget	Quarterly	Spreadsheet sent by e-mail
Elders	Prayer focus	Monthly	Monthly meeting
Budget Committee	Annual budget	Quarterly	Spreadsheet sent by e-mail

Message Matrix

Message	Audience	Frequency	Method
Evacuation Procedures	<ul style="list-style-type: none"> • All members • Teachers • Staff • Facilities volunteers 	Annually	<ul style="list-style-type: none"> • Members – PowerPoint (Congregational meeting) • Teachers – Handout (annual retreat) • Staff – Handout (May staff meeting) • Facilities – Handout (May)
Annual Budget	<ul style="list-style-type: none"> • Elders • Budget Committee • Members 	Quarterly and Annually	<ul style="list-style-type: none"> • Elders – E-mail (quarterly) • Budget– E-mail (quarterly) • Members – PDF (web site)
Weekly Bible study focus	<ul style="list-style-type: none"> • Anyone 	Weekly (not Easter and Christmas)	Blog

Wrap-up

What did you learn today?

- Who needs to know?
- What do they need to know?
- How often do they need to know?
- How will you communicate to them?

Homework

1. Create a list of communications projects. Ask every ministry team leader and staff member for input.
2. Identify your current and potential audiences.
3. Create your Message Matrix.

Connect with us

- EPC Community – EPC.SocialGo.com
- YouTube – www.YouTube.com/EPChurch80
- Facebook - www.Facebook.com/EPChurch
- Twitter – www.Twitter.com/EPChurch
- Flickr, Google Plus, and Pinterest