

Read this first

Overview of Editable Church Communication Planning and Evaluation Forms

This set contains six forms to help you effectively plan your church communications and marketing.

Each form is in a separate MS Publisher file. **Please note that purchase of these files does not include any instruction on how to use MS Publisher, you need to have that figured out on your own. If you need training in that program, please go to www.lynda.com or www.microsoft.com.**

By purchasing this set you have permission to copy, modify and use the forms in any way you want withing the one church that purchased the set.

The forms included, are:

Church Communication Project Planning Sheet	
Project name:	Design, graphics, text ideas
Date needed:	
Production considerations:	
Budget:	
Purpose: Why are we doing this?	
Goal: What do we want to accomplish with it?	
Audience: Who are they?	
Where are they: Physically?	
Emotionally?	
Spiritually?	
Our identity: Overall?	
In this piece?	

Form #1: Church Com Planning Sheet

Church Communication Strategy Sheet				
Message or event to be advertised	Date of event	Number of responses to consider most successful		
How do we expect people to respond? What resources from the church support this? What steps do you need to take to get there? What obstacles or barriers are there? How do you plan to overcome them?				
Specific actions we want them to take	By whom?	What is needed to make this happen? In communication, print, web, multimedia?	People involved: personnel needed, actions to take, who needs to be alerted	Who is responsible to get it done?

Form #2: Church Com Strategy Sheet

