

**Church Communication Strategy Sheet**

Ministry or event to be advertised: \_\_\_\_\_ Budget available for outreach: \_\_\_\_\_ (N/A) Date of event: \_\_\_\_\_

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How do we want people to respond? Blank backwash from the final response? What do we want people to do to get the? What information or actions are needed? In what form? From who?

Specific actions we want people to take:

By When?	What is needed to make this happen? In communication, print, web, multimedia?	People involved/program needed, action to take, who needs to be informed?	Who's responsible to get it done?
1. Needs assessment for event			
2. Write job descriptions, requirements, minimum effort, maximum cost			
3. Identify which jobs need skill/interest/commitment			
4. Write job descriptions and other job info			
5. Budget, recruitment			
6. Job offers			
7. Create brochure			
8. Create flyers for mailing or hand sign up			
9. Applications prepared for sign-up			
10. Make a plan for sign-up, recruit, or send people to sign up, involve who time			
11. Advertise who will be church service			
12. Follow up with people who sign up at past event			
13. Make a record of sign-up for what			

**Church Communication People Response Analysis**

Event	Total attendance	How many in Church	Event Response	Observations about attendance
Communication at event				
Follow up post-event				
30-day Results				
Final Analysis				

**Reporter form for Church Comm**

Thanks so much for agreeing to be a contributor to the front lines and behind it!

We will take your basic information, write it up, and wish that we'd had you here at our church if you're in.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name of Event \_\_\_\_\_

Sponsored by (give church department or person, person in charge and contact (phone & email) letter \_\_\_\_\_

Location of event: \_\_\_\_\_

If not at the church, give name and contact information \_\_\_\_\_

Time: STARTING \_\_\_\_\_

Cost \_\_\_\_\_

Other Care? Cost, location, any comments or notes \_\_\_\_\_

Overall questions:  
Who is it for? Age group, church members, unchurched?

Describe the activity:

What will people attending get out of it?

Why should people attend?

Any other information we need to know:

Thanks so much for taking time to do this. Now our job will be to publicize the event. Your job is to make it an event that we'll be proud of and bring for the leaders and people attending.

Thank you and many blessings to you!  
The communication committee from our church.

# Church Communication FORMS

to help you plan,  
measure, and evaluate  
communication  
effectiveness



from **my**vonprehn

## A PDF set of the forms demonstrated in the Video Church Communication Forms

You may copy and use these as much as you want.

If you would like editable MS Publisher versions of the forms they are available at [www.effectivechurchcom.com](http://www.effectivechurchcom.com) in the **RESOURCE** section.

[www.effectivechurchcom.com](http://www.effectivechurchcom.com)

# Church Communication Project Planning Sheet

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

# Desktop Publishing Project Planning Sheet

Project name: <i>Church newsletter, CNLET</i>	Design, graphics, text ideas
Date needed: <i>Send out 25th of each month.</i>	
Production considerations: <i>Need to begin on the first to mail 25th, earlier if work allows.</i>	<i>Consistent template, length, format, to make production easier.</i>
Budget: <i>Can we afford better paper?</i>	<i>Tan recycled would be nice.</i>
Purpose: Why are we doing this? <i>To increase involvement of members in church activities.</i>	<i>Make information easy to read, layout clear, schedule printed inside.</i>
Goal: What do we want to accomplish with it? <i>To increase Sunday School class attendance.</i>	<i>Include descriptions of classes. Show teachers' pictures. Describe activities of classes.</i>
Audience: Who are they? <i>Church members, both sexes, all ages.</i>	<i>Fairly conservative design so it will appeal to everybody. No wild graphics or colors.</i>
Where are they: Physically? <i>Busy lives.</i>	<i>Make articles short and to the point. Show why it is worth their time. No fluff.</i>
Emotionally? <i>Lonely, needing friends of similar beliefs.</i>	<i>Stress fellowship with Christians. Excellent teaching. Print small group schedule.</i>
Spiritually? <i>Christians mostly.</i>	<i>OK to use Bible verses and scriptural references.</i>
Our identity: Overall? <i>We are a church that emphasizes outreach, growth in our walk with God and fellowship.</i>	<i>Use church logo, keep address and phone number easy to find.</i>
In this piece? <i>We want to emphasize our fellowship with each other and opportunities for Christian growth.</i>	<i>Clearly state goals of fellowship and growth in upbeat, fun ways. Use photos.</i>

# Church Communication Strategy Sheet

Ministry or event to be advertised:

Date of event:

Number of responses to consider event successful:

*How do we want people to respond? Work backwards from the final response. What steps do people need to take to get there? What information or actions are needed? In what form? From who?*

Specific actions we want them to take:

By When?

What is needed to make this happen?  
In communications, print, web, multimedia?

People involved: permissions needed,  
actions to take, who needs to be informed.

Who is responsible to  
get it done?

# Church Communication Strategy Sheet

Ministry or event to be advertised: *Helpers needed for vacation Bible School (VBS)* Date of event:

Number of responses to consider event successful:

*How do we want people to respond? Work backwards from the final response. What steps do people need to take to get there? What information or actions are needed? In what form? From who?*

Specific actions we want them to take:	By When?	What is needed to make this happen? In communications, print, web, multimedia?	People involved: permissions needed, actions to take, who needs to be informed.	Who is responsible to get it done?
<ol style="list-style-type: none"> <li>1. <i>Decide what jobs are needed for successful VBS, how many for each job</i></li> <li>2. <i>Write job descriptions, requirements, training offered, commitments asked.</i></li> <li>3. <i>Decide which jobs need child interaction screening</i></li> <li>4. <i>Put all job descriptions and other info into:</i> <ul style="list-style-type: none"> <li><i>—a bulletin announcement</i></li> <li><i>—on website</i></li> <li><i>—into a brochure</i></li> <li><i>—into flyers for display on Patio sign up table.</i></li> </ul> </li> <li>5. <i>Applications prepared for sign-ups</i></li> <li>6. <i>Table in Patio for signups reserved, recruit people to staff it, confirm with them.</i></li> <li>7. <i>Advertise with video in church service</i></li> <li>8. <i>Follow up with people who sign up at patio table</i></li> <li>9. <i>Train confirmed helpers for VBS</i></li> </ol>				



# Church Communication People Response Analysis

Event	Total attendance	New to the Church	Regular attendees	Event Response	Observations about attendance

Communication at event

Follow-up material sent

60-day Results

Final Analysis—Did we accomplish our goals?

Event:

Date & Location:

Summary of attendance:

### Communication & Marketing Evaluation

Successes to repeat:

Changes, modifications:

Overall comments: