



Church Communication FORMS


to help you plan, measure, and evaluate communication effectiveness



Practical implementation of:




How to plan, measure, and evaluate communication effectiveness



Typical planning situation

- Leaders articulate a vision, announce a ministry
- Immediate jump to PR to get people involved
- Great PR created
 - True example
- Result: not what expected



What forms can do

- To accomplish ministry goals
- Clarify content
- Plan strategy and procedures
- Evaluate
- This will be extraordinarily difficult to implement



Evaluation

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					
90-day Results					
Final Analysis—Did we accomplish our goals?					

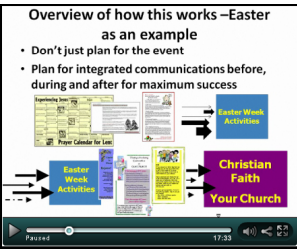
Church Communication & Marketing Project Planning Sheet	
Project name	Design planning tool
Project goals	
Project considerations	
Budget	
Purpose: Why are we doing this?	
Goal: What do we want to accomplish with it?	
Audience: Who are they?	
Where are they? (Physical?)	
Environment?	
Schedule?	
On identity: Who are we, really?	
Is this yours?	

For an idea of the communications needed



Overview of how this works—Easter as an example

- Don't just plan for the event
- Plan for integrated communications before, during and after for maximum success



Final and Future Notes

Event:
Date & Location:
Summary of attendance:
Communication & Marketing Evaluation
Successes to repeat:
Changes, modifications:
Overall comments:

For a more detailed explanation
of forms and how to use them



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Importance of this work

- We will be held accountable
- Parable of the talents
- Ultimate goal to hear:

*“Well done, good
and faithful
servant.”*



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