

Six Church Communication Planning & Evaluation FORMS

fromyvonprehn

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 place?	

Form #1: Church Com Planning Sheet

Church Communication Strategy Sheet				
What is or needs to be advertised?	Date of event	Number of responses to consider event successful		
How do we want people to respond? (What outcome? How do we want to respond? What do we want to get out of it? What do we want to get out of it? What do we want to get out of it?				
Specific action we want them to take	By whom?	What is needed to make this happen? Is communication, print, oral, multimedia?	People involved (pastors, members, etc.)	How is response to be followed?

Form #2: Church Com Strategy Sheet

Form #3: Reporter Form

Form #4: Church Com & Marketing Effectiveness EvalSheet

Form #5: Church Com & Marketing People Response Evaluation

Form #6: Final Church Com & Marketing Evaluation Sheet

For more information about the charts and how to most effectively use them, you have a number of options:

www.effectivechurchcom.com

This website has a number of materials for members that cover the use of these charts and church communication planning. Included on the site are these two training videos:



The Book: *a new way to plan, measure, and evaluate church communications—
Big is busted, try tiny!*



The book is available at:
www.lulu.com/yvonprehn