



## Purpose

1. Designate what types of communications are appropriate for what channels
2. Prioritize what information should be shared
3. Define the path of information for members and guests
4. Unify our collaborative efforts for processing and disseminate information

## Understanding Churchwide Communications

Every piece of information that groups or ministry share is important. However, important information does not normally need to be shared on churchwide communications platforms. Sharing information through direct personal interaction is always more effective than public posts.

## Steps to Prioritizing Information

1. Identify the size of the intended audience
2. Determine the impact of the event on overall ministry strategy
3. Measure the priority for churchwide communications
4. Check what churchwide communications should be used for your information

# Identify the Size of Intended Audience

Who Is Directly Impacted By The Information

| MAJOR AUDIENCE  | MODERATE AUDIENCE  | SMALL AUDIENCE  |
|---|--|---|
| The 20 percent of what's happening that affects 80 percent of the audience. | Mid-sized events that affect a target group, but not 80 percent of the audience: Family ministry, financial class, marriage study, men, or millenials. | Niche news, team meetings, D-Groups, LifeGroups, Missions Groups, or small volume events. |

# Determine the Impact of Information

Importance in Accomplishing the Churchwide Vision

## LARGE IMPACT

- Helps reach millennials
- Strengthen families
- Critical for accomplishing individual ministry goals
- Missions activity
- Directly reaches the unchurched
- Equips individuals to serve in ministry

## SMALL AUDIENCE

- Ongoing meetings or groups
- Age specific events or info
- Can be communicated outside church wide channels
- Information with an established communication channel
- Events not dependent on church wide communication for success

# Measuring Churchwide Communications Priority

Importance to Collective Church Audience

|              | Applies to Large % | Applies to Small % * |
|--------------|--------------------|----------------------|
| Large Impact | <b>A</b>           | <b>B</b>             |
| Small Impact | <b>C</b>           | <b>D</b>             |

- A** Top Focus
- B** High Focus
- C** Normal Focus
- D** Light Focus

# HOW INFORMATION SHOULD BE SHARED

## Amount of People Impacted by the Event

| Promo Options         | CHURCHWIDE<br>Top Focus | ALMOST EVERYONE<br>High Focus | MORE THAN HALF<br>Normal Focus | ABOUT 1/3<br>Light Focus | 25% OR LESS<br>Minimal Focus |
|-----------------------|-------------------------|-------------------------------|--------------------------------|--------------------------|------------------------------|
| Home Page Banner      | X                       | X                             | X                              |                          |                              |
| Web Page Post         | X                       | X                             | X                              |                          |                              |
| Calendar              | X                       | X                             | X                              | X                        | X                            |
| Poster                | X                       | X                             | X                              |                          |                              |
| Table Sign            | X                       | X                             |                                |                          |                              |
| Social Media          | X                       | X                             | X                              |                          |                              |
| Mailer                | X                       |                               |                                |                          |                              |
| Announcement Slide    | X                       | X                             | X                              |                          |                              |
| Video Promo           | X                       | X                             |                                |                          |                              |
| Palm Card             | X                       |                               |                                |                          |                              |
| Platform Announcement | X                       | X                             |                                |                          |                              |
| Email Announcement    | X                       | X                             | X                              | X                        |                              |
| Life Group Poster     | X                       | X                             | X                              |                          |                              |
| Digital Sign          | X                       | X                             |                                |                          |                              |
| Custom Graphics       | X                       | X                             | X                              |                          |                              |

## **Communications Process and Funnels**

Communication to regular attenders and individuals outside of MeadowBrook Require different approaches. Utilizing the appropriate channel at the right time is essential to effectively reaching a target audience.

Both processes use three levels of communication to engage with viewers. While each piece of information will take place over a span of time ranging from minutes to months, they should all follow this general process.

- **LEVEL 1 (Initiating Awareness)**
  - Initial connection that creates awareness of information
  - A small quantity of essential info that generates interest
  - Directly and clearly leads to level 2 communication
- **LEVEL 2 (Providing Details)**
  - Secondary sources that give the bulk of information
  - Answers any major questions participant may have
  - Provides clear direction to level 3
  - Creates excitement and desire to participate
- **LEVEL 3 (Creating Buy-In)**
  - Creates commitment to participate in information being shared
  - Makes a direct connection with participant through conversation or action they initiate

## **Internal Audiences**

### **LEVEL 1 (Initiating Awareness)**

- The primary channels for initiating awareness are announcements, social media post, word-of-mouth communication, or an email

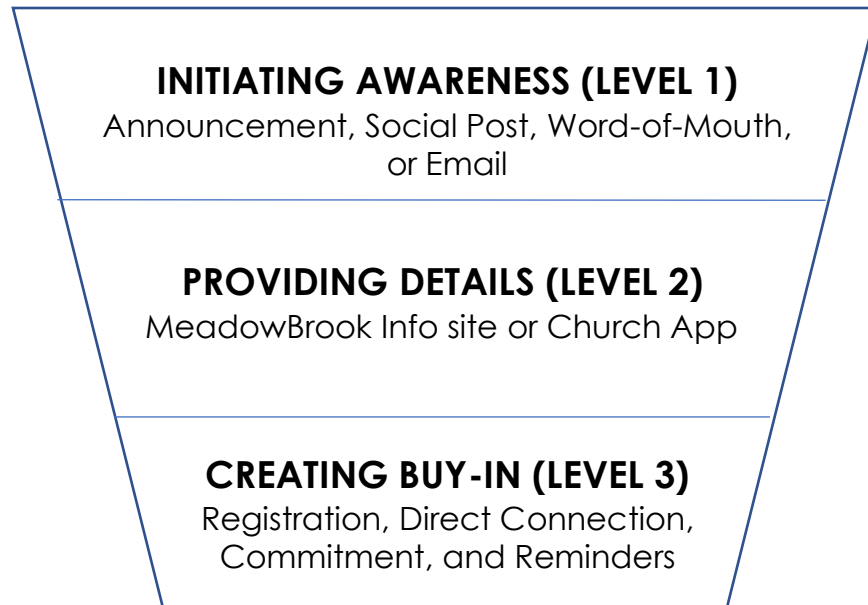
### **LEVEL 2 (Providing Details)**

- Clear point of connection for everything regardless of the level 1 source

### **LEVEL 3 (Creating Buy-In)**

- Uses direct connection with the participant to gain commitment and reiterate importance of the information

## **INTERNAL COMMUNICATIONS FUNNEL**



## **PARTICIPATION**

**External**

**Audiences**

### **LEVEL 1 (Initiating Awareness)**

- The primary channels for initiating awareness are word-of-mouth, ads, online searches, or personal invitation

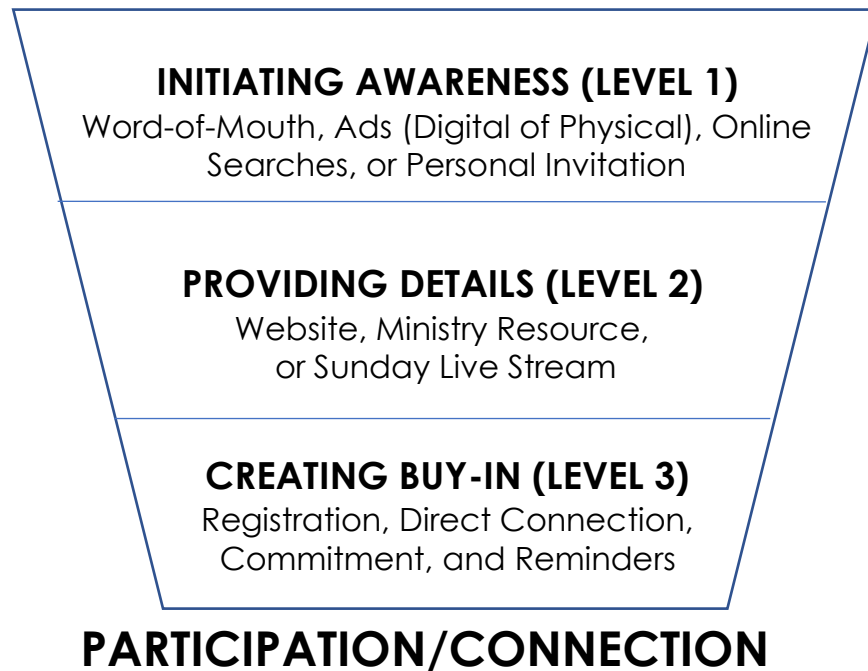
### **LEVEL 2 (Providing Details)**

- Utilizes the website homepage, MeadowBrook info site, or livestream to initiate a direct connection

### **LEVEL 3 (Creating Buy-in)**

- Uses direct connection with the participant to gain commitment and reiterate importance of the information

## **EXTERNAL COMMUNICATIONS FUNNEL**



## COMMUNICATION CHANNELS BY LEVELS

### LEVEL 1

- PRIMARY: Social Media, Platform Promo, Video Announcement, Email Announcement, Palm Card, and Online Search
- SECONDARY: Poster, Table Sign, Mailer, Announcement Slide, Messenger Ad, Life Group Poster, and Digital Sign.

### LEVEL 2

- PRIMARY: MeadowBrook Site and Church App
- SECONDARY: Homepage Banner, Webpage Site, and Email Announcement

### LEVEL 3

- Registration Forms, Sign-up Sheets, Direct email and Text Reminders, and Conversations<sup>i</sup>

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<sup>i</sup>\*Developed from information in *Less Chaos. Less Noise: Effective Communications for an Effective Church* by Kim Meyer.