COMMUNICATIONS AS EVANGELISM

ESSENTIAL TOOLS FOR CHURCH COMMUNICATIONS

Episcopal Diocese of Western North Carolina

overview

Today covers

- Theology behind this course
- Contemplating communications
- Basics of branding
- Defining the details
- Making a plan
- Resources
- What's Next in this course

EVANGELISM MEANS SHARING THE GOOD NEWS

THE LOVE OF JESUS

Mark 16:15

Jesus said to his followers, "Go into all the world and proclaim the Good News to everyone."

Contemplating Communications

MORE THAN A TRANSMISSION OF INFORMATION

An Identity

- Your brand is a promise to your congregation and everyone else. Define your promise to focus your mission.

A Process

- No one has the perfect formula. Try something new and be open to feedback to keep improving.

Identity

the promise:

What do people count on your church to deliver?

YOUR "BRAND"
If you don't define what you're all about, others will.

THINK IN RELATIONSHIP
People start off skeptical, but as the promise is kept, trust grows.

ASK AROUND
Look at what you're already doing, ask for input, and gather your info. It's a process!

ACTIVITY TIME

What do people count on your church to deliver?

What do people count on your church to deliver?

YOU CAN TAKE THIS QUESTION BACK TO YOUR CHURCH COMMITTEES, YOUR VESTRY, YOUR ORGANIZATION'S BOARD, ETC. YOU MAY BE SURPRISED BY WHAT COMES BACK.

Process

define the details

Elements of brand identity

-Logo

-Colors

-Tagline

-Voice and tone

-Fonts

Process

audit

What are you producing?

Content
-events, birthdays, history, educational, parishioner stories, building and grounds updates, etc.

Where are you putting it?

Channels
-social media, newsletter, website, bulletin board, verbal announcements, etc.

MAKING A PLAN

THINK OF CONTENT.

What do people need to know? What else connects to your promise?

CREATE A TIMELINE.

How often will you share?
Be consistent.

CHOOSE YOUR CHANNELS

Where will you share?
Be consistent.

ASSIGN A PERSON

Who will make it happen?
Share the load.

GROUP ACTIVITY TIME

1. What **content** is most popular among your audience?
2. What **resources** would make your job as a communicator easier?

Let's share!

What content is most popular among your audience?

What resources would make your job as a communicator easier?

Resources

OUR DIOCESE

Download the diocesan seal:
- diocesewnc.org

Visit our resources page:
- diocesewnc.org/provide-resources

EPISCOPAL COMMUNICATORS

You're not alone!
- episcopal-communicators.wildapricot.org
- facebook.com/groups/episcopalcommunicators

NATIONAL EPISCOPAL CHURCH

Download the Episcopal shield:
- episcopalchurch.org/resource-library/logos-shields-graphics

Helpful Articles

Church as Brand:

- https://www.ecfvp.org/blogs/3801/church-as-brand

Content Strategy:

- https://www.socialmediaexaminer.com/email-marketing-strategy-cultivating-prospects-with-content/

Coming up

WEBSITES AND THE EPISCOPAL ASSET MAP

July 13, 6:30 p.m. Zoom

- What makes a website "good"?
- How to use the asset map

NEWSLETTERS AND SOCIAL MEDIA

(plus design tips!)

August 10, 6:30 p.m. Zoom

- How to stay out of the spam folder
- Easy ways to increase your social presence

MEDIA OUTREACH

September 14, 6:30 p.m. Zoom

- How to write a press release
- Communicating with journalists