**Sample Communications Plan**

The purpose of our Communication at [ church name ] is to:

1. …
2. …
3. …

We will regularly communicate through the following channels:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Item | When?  (Frequency, cycle and deadline) | Purpose: | Who is responsible? | Sign-off?  (when/who?) | Criteria (what content, no. of items) | Content will be duplicated in / supported by: |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

Look and feel will be approved by…. and will be in line with our brand guidelines dated…

Tone will be approved by….

Information will be approved by….

Theological content / comment will be approved by…

Leaders & Teams will receive most of their communication via:

Members will receive most of their communication via:

Newcomers / Visitors will receive most of their communication via:

Our ‘fringe’ will receive most of their communication via:

The General Public / Local Community will receive most of their communication via:

‘Churchwide’ / ‘open to all’ events will be promoted:

* How (by what channels)
* When (how far in advance and for what duration)

‘Age-specific’ / ‘specific-invite’ events will be promoted:

* How (by what channels)
* When (how far in advance and for what duration)

Church family / personal information will be shared:

* How (by what channels)
* When (how far in advance and for what duration)

External Information or events will be communicated:

* How (by what channels)
* When (how far in advance and for what duration)