

## **Communicating Effectively with Community and Church**

How to write good advertising promotions:

How to communicate with community

How to communicate with the church

How to's of effective communication

What "Not" to say

examples of excellent communication

examples of epic failures

## **How to communicate**

### **Clear, Concise avoid church speak**

**Able to be understood** by someone who has never been to church ever.

- Ex...Kids church or youth ministry name that may not be relational to teens. Ex. "Emerge" as a youth name. –
- how would people know what that means?

By a middle schooler.

**Pay Attention to headlines.** I have heard it said that if you have 10 hours to work on an article 9 hours should be spent finding the right headline.

Benefit of learning twitter. You learn how to say what you mean faster. Forces you to get rid of wordy words.

**Good Editing** = Ask what I can take out of this piece rather than what I can put in it.

**Edit...edit....edit.....**let your babies die.

**Amount of Communication:** (yes you can overcommunicate)

Communicating too much will cause disinterest or confusion or will simply overwhelm, if you need more details make it easily accessible somewhere else (such as a website)

**Force yourself to say less but to say more important things.**

**Communicating with the community:**

**Talk like you aren't church-ed.**

Pay attention to the words you use (fellowship, potluck, burden)

**Don't use overly intelligent words.** If a middle schooler can't understand it then your wrong! (eschatology, transcendence, hermeneutics)

**be very careful to not come across as judgemental.** (church signs) they will know we are christians by our love. This world is hard enough for most people to live in. the last thing they want is to be guilted into heaven.

**Don't be condescending in your tones.** (you need god because you suck...were obviously better)

**Doing less yields better results:**

Along with the thought of say less but say more important things...

**Do less but do more important things.**

**We all have limited time and energy.** Avoid the temptation to do it all and spread yourself thin.

Don't run 10-12 events per year that are half conceptualized. **Run 2-3 events per year that absolutely rock!** Highly polished and highly organized.

Ex. BOH vs. Crossroads. Rush Church Canfield Idol, Trick or Eat

## **Timing is everything**

**Don't wait too long to communicate. And don't communicate too far out. There is a precious balance here.**

**Suggested timeline for promoting events is at least six weeks.** If people have to travel to the event, register and pay for it then I would go much longer than that as well. These are just guidelines

**ALWAYS give your creatives at least two weeks notice. And ALWAYS allow for at least 4 weeks of communication.**

**The more lead time you give them the better it will be**

## **How does your community communicate?**

**What channels are common, among age groups and areas.**

Do more people listen to radio or television? What community websites are people frequenting?

**Don't try to implement the channel that is most convenient for you.**

## **Bulletins**

**Force yourself to say less but to say more important things.**

they are typically the same every week. **Boring**, not an interesting enough change to make it readable. (no changing the cover every week doesn't count)

**Keep bulletins updated...**only upcoming events, well branded ads..reduce words as MUCH as possible.

By looking through the bulletin determine how much of it you can eliminate. **How much of it is relevant** to guests vs. regular attendees. Much of a bulletin is irrelevant to both parties. Focus on WHY that content is there. (really)

**Target your audience.** Don't spend valuable first impression time going over irrelevant items with your new guests.

**Make all extra info in bulletin redirect to a website.** Abandon your bulletin. Opt for a single sheet to pass out, then maybe transition to monthly updates

## **Announcements**

**If it isn't well thought out and outlined you will end up rambling with the details that aren't imperative.**

**Video announcements:** if they aren't done right it could backfire. I know that this is a growing trend however don't shoot your own video commercials unless you can afford a good, large creative team to support it.

Video work takes a long long time to get right. Your creatives can spend an immense amount of time and energy on one 30 second clip. Your creatives can be doing something much more valuable with their time. Especially if they are volunteers.

Yes video can be effective and eye-catching....but the reality is that everyone isn't life church.tv or elevate church. If you have a limited

creative budget/staff invest in very solid graphic design rather than pulling of sub-par videos.

Editing videos- someone still has to be very proficient at editing and shooting. You still need to know how to break down the message into its most important core.

## **Wayfinding Signage**

**Super important.** Be sure to **REGULARLY walk through the church like its your first time ever.** Where are the bathrooms, kids rooms etc...people can get frustrated within the first few minutes if they don't know what to do. Ex..crossroads, victory, Mahoning valley.

## **Fonts**

**Delete Comic Sans, Delete Papyrus** (no it doesn't make something look more biblical or Jesus-e)

**don't try to hard to look cool.** Simple is always safe. Unless you know what your doing as a designer...**limit yourself to 2 fonts**, a decorative header and a simple body font.

## **Social Media**

**Don't enter this if you are going to be reclusive and fearful.** Example of being manipulated by fear. VCC and YouTube. VCC and twitter/facebook.

**Limit the frequency of communication** on social media. Once per day is sufficient, 10 times per day will get you blocked. Don't inundate

**Relevancy.** (Have a separate one for youth and children) don't want to send youth updated to seniors

**Cross-Reference** them. Be sure promote other channels every now and then.

**Most Importantly - Take some time to engage followers, commenter's and likers.** You will be surprised at how many socially inept people you will be able to reach. (pastors tend to extroverts by nature) Forge some relationships with people who choose to follow you or comment on your posts

### **Power Points**

**Clear Concise text** in the middle of the screen with good contrast.

Don't try to hard on graphics.

give people **enough time to read them**, make sure text is a large readable size.

**Limit transitions.** I rarely ever move away from fade smoothly. Everything else can be just to kitchy and "look what I can do"

**Quality Imagery:** Don't use images that are too small or stretched. Make sure that the image is relevant to what you are doing. There are a number of good quality images available for free or cheap on the web.

**Choose good colors:** Don't use overly contrasty colors or unerly contrasty colors. Reign on the rainbow pallete. If your in doubt monochromatic is safe. Good resources for colors is **colorlovers.com** and **kuler.adobe.com**

postcard  
letter  
email blast  
phone tree  
website  
posters  
banners  
table tents  
television commercials  
billboards  
print ads

## **Overall Brand Strategy**

### **Consistent use of logos and colors**

**Style** (example Nike ads – hundreds of designers but you know it is Nike at a glance)

**Tone** – It's not just what you say but how you say it.

Every piece of marketing is a conversation you are having with the person being marketed to.

Does this conversation fit our brand?

**Typeface** – Keep this consistent across the board.

### **What are your brand's personality traits?**

Ex. Wal-Mart caring real innovative straightforward

