



CHURCH DOCTOR
MINISTRIES

Communications Systems Best Practices Webinar

Wednesday, May 10

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www.ChurchDoctor.org

www.ClarifyYourMinistryMessage.com

1. Introduction

- A. Welcome and webinar objectives
- B. Our work with churches in this area

2. Importance of effective church communication

- A. Know your why – know your mission
- B. The role of communication in fostering a sense of community
- C. The role of communication in discipleship and spiritual formation

3. Impact of good communication practices

- A. Strengthening relationships within the congregation
- B. Engaging and retaining new members

4. Assessing current communication processes

- A. Identifying current communication channels (e.g., newsletters, bulletins, website, social media)

- B. Evaluating the effectiveness of current communication systems
 - (1) Start

 - (2) Stop

 - (3) Keep

- C. Identifying areas for improvement
 - (1) Missional fruit

 - (2) Missional listening

5. Establishing clear communication goals

- A. Setting clear goals for church communication
- B. Aligning communication goals with the overall church mission
 - (1) Using your philosophy of ministry statement
- C. Prioritizing goals and allocating resources

6. Developing a communication strategy

- A. Choosing the right communication channels
 - (1) Age
 - (2) Life circumstances
 - (3) Interests/preferences
- B. Creating a content plan and calendar
 - (1) Implementing a consistent messaging framework
 - (2) Communication style guide

7. Enhancing digital communication

- A. Leveraging social media platforms for engagement
- B. Optimizing your website
- C. Utilizing email marketing

8. Improving in-person communication

- A. The power of story
- B. Effective announcements during worship services
- C. Small group connections and fellowship opportunities
- D. Visitor welcome and follow-up process

9. Training and empowering the communication team

- A. Identifying and recruiting
- B. Providing training and resources for effective communication
- C. Establishing a communication team structure and workflow

10. Measuring and evaluating communication efforts

- A. Monitoring communication metrics and feedback
- B. Adjusting the communication strategy
- C. Celebrating successes and continuously improving systems

11. Conclusion

A. Take action – next steps

- (1) Communication audit
- (2) Clarify Your Ministry Message coaching
- (3) Clarify Your Ministry Message training event



Scan this code or go to ChurchDoctor.org/may-10-2023-webinar/ to download a PDF of this handout and find additional resources on this topic!

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