

New Song Church Communication Strategy

Revised July 8, 2021

Defined

All communication is a representation of the church, leaders, and ultimately, Christ. Communication makes people's lives easier, not more difficult. Effective communication is about "releasing the right response," which is done through great experiences, a seamless message, and a few smart systems.

Points to Consider

- Be authentic, specific, and clear... not clever.
- Keep it brief: people are more likely to engage with concise content.
- Use normal, everyday language and avoid internal, over-spiritualized and over-complicated terms.
- Don't assume everyone is "in the know."
- Communicate what matters to guests.
- Give people an experience to talk about. What matters to the outside world is based on experience.
- The value that is provided grows in direct proportion to how easily people can find and say "yes" to their next step.
- Break big steps into smaller, incremental steps.

Levels

Level 1: Churchwide	Level 2: Event Specific	Level 3: Ministry Specific
<p>A mission-critical event impacts >80% of the church body.</p> <ul style="list-style-type: none"> ● Sermon Series ● Special Services (Easter, Christmas Eve's Eve, etc.) ● Serve Opportunities ● Outreach Opportunities ● New Small Group opportunity ● Baptism opportunities ● Giving Initiatives/Love Offerings ● Operation Christmas Child ● Covid Updates/Cases ● Ministry change ● An event/training open to all ● A new ministry launch 	<p>More ministry specific opportunity that impacts <50% of the church body.</p> <ul style="list-style-type: none"> ● In-House Event (Picnic, Vacation Bible School, etc.) ● Outside Event (Student Camp, etc.) ● Items not everyone would need to know about, though larger than 25% of the church may benefit from being aware 	<p>The ministry/event leader champions promotions, <25% of the church body.</p> <ul style="list-style-type: none"> ● Retreats ● Meetings ● Picnics ● Scouting ● Targeted: specified, routine, regular gatherings

Channels

- CCB Active Families Email/Text
- Social Media Post
- Sunday Stage Announcement
- Proresenter/Media
- Flyer
- News Release
- Paid Media Advertising
- Outside Banner
- Front Sign
- Website Update
- Church App Update
- App Push Notification
- Specific Ministry Announcement to group
- Bulletin
- Newsletter

Guidelines

- CCB Active Families Email
 - Covers who, what, when, where, how and why and other necessary information
 - 350 words max
- CCB Active Families Text
 - Covers who, what, when, where, how and why and other necessary information
 - 350 characters max
- Social Media Post
 - Covers who, what, when, where, how and why and other necessary information
 - Design in Canva
 - Post on New Song Church Facebook and Instagram pages
- Sunday Announcements (suggestion):
 - Happens at the end of worship, prior to the message or after the offering and tithes
 - 3 minutes maximum and can include verbal, ProPresenter and video (special exceptions are permitted)
 - Prepare an announcement so the audience catches it within <30 seconds.
 - Visually support verbal announcements to grab and hold attention, clarify information and raise the interest level of the audience.
 - Tailor announcement to the audience, and help them see how to specifically use information.
- ProPresenter
 - Covers who, what when, where, how and why and other necessary information
 - Design in Canva as 16:9 ratio, meaning 1920 x 1080 pixels
- Flyer
 - Covers who, what, when, where, how and why and other necessary information
 - Design in Canva or Adobe Photoshop with New Song Church logo
 - Print in full-color on either 8-½-by-11 paper or half sheets
- Invite Handout
 - Covers who, what, when, where, how and why and other necessary information
 - Design in Canva with New Song Church logo
 - Print in full-color as half or quarter of a 8-½-by-11 paper
- News Release
 - Covers who, what, when, where, how and why and other necessary information and includes a quote from the leader or organizer on the importance and purpose of this event or activity
- Paid Media Advertising
 - Design in Canva
 - Laid out in full-color 9.89 inches by 1.5 inches
 - Send as jpeg, .png file or PDF
- Outside Banner/Yard Signs
 - Various sizes available
 - Design in Canva
 - Contact Bamboo Printing for pricing through Jill Henderson or Ann Farmer in the Church Office
- Website Update
 - Complete Communications Form from the Website/CCB and submit
 - Generated in Canva or provided tools on site
 - Submissions require text/accuracy reviews before publishing
- Google Listing Update

- Covers who, what, when, where, how and why and other necessary information
- Edit on Google Business Listing (<https://www.google.com/business/>)
- Insure accuracy and spelling
- Church App Update
 - Covers who, what, when, where, how and why and other necessary information
 - Update image header or link information
- App Push Notification
 - Covers who, what, when, where, how and why and other necessary information
 - 1,024 characters (not words) **max**
- Small Group Facebook Posts
 - Covers who, what, when, where, how and why and other necessary information
 - 200 words max
 - Post on New Song Website, Facebook and Specific group Facebook pages (if applicable)
- Student Ministry Announcement
 - Covers who, what, when, where, how and why and other necessary information
 - Announce to students if event or ministry change pertains to them: Facebook, Instagram, CCB email

Channel Contacts

Chad Herndon, Lead Pastor, pastorchad12@gmail.com

- Can send to primary leads listed below for communication requests

Dianne Moore, mooresothannot@gmail.com

- Designs ProPresenter slides as part of worship service slide deck

Jill Henderson, Administrative Assistant, jilliebean1973@gmail.com

- Write News Release
- Canva designs
- Online Worship Service Greeter
- Responsible for Prayer List, Newsletter, Bulletin

Katie Payne, Executive Director, katie.t.payne@gmail.com

- Front sign
- Ex. Director Quarterly Newsletter
- Online Worship Service Greeter

Sherry Wright, Director of Connections, sherrywright@gmail.com

Ann Farmer, Church Administrator, jafarmer4ever@gmail.com

- CCB Emails/Texts

Lesla Berlinghoff, Youth Director, lberlinghoffib@gmail.com

- Student Ministry Announcements

Questions to Ask

Overall Communications:

- How can we facilitate when trying to communicate?
- What are people connecting with?
- How often do I draft my correspondence, seemingly harmless enough, with concentrated consideration as to how it makes the recipient feel?
- Have I considered the needs of a first-time guest/recipient in this effort?
- Do I test my words against the desired objective I'm trying to accomplish?
- What is in this communication for the target audience- a laugh, reward, compassion, accomplishment, etc.?
- Am I attached to what I have to say rather than how to say it?
- Do I plow ahead and make assumptions? Am I supporting unintended consequences?
- Will this information I intend be helpful or just "add to the clutter" of the recipient's journey?
- Is there a way to simplify what I am conveying to make their church experience easier and more rewarding?
- Did I convey any innuendo I need to review or delete?
- ** See Design Elements section below

Graphics:

- Does this graphic support or compete with the intended outcome I desire for our audience?
- Does this visual help accomplish the desired objective or not?
- Does it have potential to attract or repel?
- Does it add or take away credibility?
- Are there too many elements on a page, detracting from more important elements?
- Is the design attractive?
- ** See Design Elements section below

Announcements:

- Are there too many announcements causing people to tune out?
- Does the announcement apply to everyone or a particular segment?
- What is so special about this opportunity?
- Why should someone spend time on this?
- How is it going to make one's life better?

Website:

- What is the desired response?
- What is the most important thing?
- Stick to the facts
 - Don't oversell, over explain, or over control.
 - Include information someone would need to self-sort or self-decide.
 - Inform individuals who the ministry, event or activity is for, what it is, when it happens, how to get there and how to register/sign up.
- Stick to the point
 - Know the purpose of the letter, flyer, etc.
 - Consider if people will need to respond or show up. What do you want people to do?
 - Consider the crowd and find a way to deliver your news in appropriate venues.
- Don't intrude
 - Respect personal space
 - Put information in a place for people to find when they want it (accessible/logical).
 - People do not welcome unsolicited emails and texts!

- Keep it small
 - Too many choices will lead to 1 of 3 results: regret, shutdown, or paralysis.
- Clarity is the new creativity.
 - Don't state what is *going* to happen. People want to hear it from friends or experience it themselves. Eliminate "bullhorn" self-promotion. "Dispense with any fluff" – stick to script and keep it simple.
- Think connect, not control. Connect with someone's felt needs and anticipated sequence of questions.
- Be engaged in someone else's culture; stay in a relationship within the context of who you are seeking.
- Be a student of people. Learn the story behind what others bring. Find out the attitudes, interests, and lifestyles of individuals in order to connect emotionally. Observe behavior first-hand, casual conversations, local beliefs, perceptions -- tackle with in-depth interviews where appropriate or even use Focus Groups, survey a friend, etc.
 - Consider what people rally around.
 - Consider what people find or experience at church that they can't find anywhere else.
 - Consider the reality of their career demands, sports schedules, financial strain, relationship and family dynamics, etc.
 - Consider where people spend their free time and money.
- Identify distractions; eliminate those whenever possible.
- Acknowledge barriers your audience may be experiencing and help work to provide a way through.
- Inspire:
 - People need inspiration first to allow information to sink in. Many times, inspiration comes from how one makes others feel, not by over-detailing the topic.

Other Communication Points

- Be transparent, fostering a safe environment for candid, constructive observations and feedback opportunities.
- Gain credibility in today's culture by taking the time to learn and not fall back into old habits.
- Watch how people take-in experiences: facial expressions, body language, traffic patterns during worship, etc.
- Look for innovative ways to change the world, solve open-ended problems and impact lives.
- Don't obsess over what the other person may think about in what you have to say. The average person doesn't even notice! Find out what the other person is looking for and aim to help them find ways to engage.

Design Elements:

1). Communications are best sent to the appropriate leaders via our Communications Form on the website under the RESOURCES tab and down to the FORMS button.

2). The official logo for New Song Church is best found on our website to download. It is available under the RESOURCES tab and available in various formats, sizes and colors. www.newsongumc.org/publications



NEW SONG CHURCH

WWW.NEWSONGUMC.ORG



NEW SONG CHURCH

7450 COLT'S NECK ROAD

MECHANICSVILLE, VA 23111



NEW SONG CHURCH



3). The official color for New Song is available via the Pantone Matching System (PMS) Color Guide:

Canva Color #00A8A8
Persian Green

4). The official fonts for New Song's logos include:

- Yellowtail for the *NS*
- Josefin Sans for the text.

For text-driven publications: fonts that are most legible are preferred.

Several examples are listed below:

- Calibri
- Helvetica
- Tw Cen MT

5). When possible, pictures are preferred over cartoon graphics.

Communications Quick Reference Guide

	DO	DON'T
New Song Church	<ul style="list-style-type: none"> - New Song Church is preferred in titles, signatures, locations, sentences, etc. www.newsongumc.org as the web address - New Song United Methodist Church 	New Song Community Church
Commons	Use lobby in all references.	Foyer, Lobby or Gathering area, etc.
Words	<ul style="list-style-type: none"> ● Volunteer ● Community ● Next step ● Invite ● Opportunity ● Experience 	<ul style="list-style-type: none"> ● Fellowship ● Ministry ● Go deeper ● Recruit ● Need or help ● Attend
Titles	<p>Capitalize formal titles used directly before a person's name. Uppercase and spell out titles when not used with an individual's name.</p> <p style="text-align: center;">Pastor Chad Herndon Lesla Berlinghoff, Director of Student Ministries</p>	<p>pastor Chad Herndon Lesla Berlinghoff, director of student ministries</p>
Sentence Spacing	One space between sentences is preferred vs. two spaces.	One space between sentences is preferred vs. two spaces.
Dates	<p>Tuesday, April 28</p> <p>Feb. 23-24</p> <p>Aug. 31-Sept. 1</p>	<p>Tuesday, April 28th</p> <p>February 23rd to 24th</p> <p>February 23rd-24th</p> <p>Aug. 31 to Sept. 1, 2015</p>
Numbers, Ages, Grades	<p>5-year-olds</p> <p>5th grade or 5th-graders</p> <p>Ages 5 years-5th grade</p>	<p>Five year olds</p> <p>Fifth grade</p> <p>All the five year olds through the fifth graders</p>

Quotation Marks & Punctuation	Example: She said, "We're going to the party."	Example: She said "We're going to the party".
Apostrophes	To show ownership or contractions. FAQs, DVDs, 30s, Craig's cat	FAQ's, DVD's, 30's, 1950's, etc.
Capitalization	Avoid all caps (as it infers yelling) Bible, Scripture, God's Word When referring to God – capitalize the term Do not capitalize church unless referring to New Song Church or another specific church	People will think you're YELLING AT THEM.
Acronyms and Insider Language	Avoid acronyms and insider language. Always try to explain what they stand for... Ex: Mechanicsville Churches Emergency Functions (MCEF)	Example: CDC, FEMA, ADA
Quoting Scripture	"Whatever you do, work at it with all your heart, as working for the Lord, not for Men." (I Corinthians 3:13 NIV) 1 Corinthians 3:13 states, "Whatever you do, work at it with all your heart, as working for the Lord, not for Men."	Whatever you do, work at it with all your heart. 1 Cor 3:13
Promoting Opportunities	"This might be your next step," "here is an opportunity for you to consider," "what is your next step?"	"You need to step up," "it's time to go deeper," "don't be a wuss," etc.

Portions of this content comes from "Less Clutter. Less Noise. Beyond Bulletins, Brochures and Bake Sales" by Kem Meyer and other online resources.