A CHEAT SHEET FOR CHURCH COMMUNICATIONS

Church Comms Policy

One policy. One shared voice. Zero guesswork.

The Policy

Reference these principles when approving, denying, or reshaping every promo.

01

AWARENESS IS NOT INTEREST

Getting people to know about an event isn't the goal – the goal is to move them toward action. Every communication should drive a clear next step, not just passive awareness.

02

SUNDAY IS NOT YOUR SAVIOR

A stage announcement won't magically solve low attendance or engagement. The belief that Sunday morning can fix every promo will keep our church from building real solutions.

03

THE MORE YOU ANNOUNCE, THE LESS THEY LISTEN

Overloading people with information backfires. When everything is emphasized, nothing feels important – and response rates go down, not up.

04

INSPIRATION OVER INFORMATION

Facts and details don't move people, stories do. We use storytelling to inspire next steps – instead of drowning people in data.

05

ONE DESTINATION FOR EVERY PROMO

Don't scatter next steps across multiple channels. Send every promo to one consistent destination, so the church knows exactly where to go – every time.

06

VALUES DICTATE VOICE

How we communicate matters as much as what we communicate. Our voice is anchored in our church's core values to keep messaging consistent, authentic, and aligned with our mission.

One policy. One shared voice. Zero guesswork.

Print it, post it, circulate it.

USE IT

Reference the rules

Quote policy language when approving, denying, or reshaping promos — so decisions feel principled, not personal.

SHARE IT

Circulate the sheet

Hand a copy to every staff member, ministry leader, and key volunteer. Shared language is the whole point.

What's your Church Chaos Score?

We analyze every announcement, every word said from stage, along with your website to compile a score from 0–100. A lower score = less chaos = healthier ministry.

Get Your Church Chaos Score →

CHURCHCHAOS.COM