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CHURCH COMMUNICATIONS POLICY CHEAT SHEET

Module 6: Build Sprint

Church Communications Policy Cheat Sheet

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

6. VALUES DICTATE VOICE

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

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OUR CHURCH VALUES:

Believe Big.

Stick Around.

Make Moments.

OUR CHURCH VOICE MARKERS:

Our voice *is* accessible, honest, compassionate, and galvanizing

Our voice *is not* chaotic, stale, elitist, or flaky

START AGAIN STORIES:

The person's problem is the enemy to be conquered

The person is the main character

The church is the supporting character

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