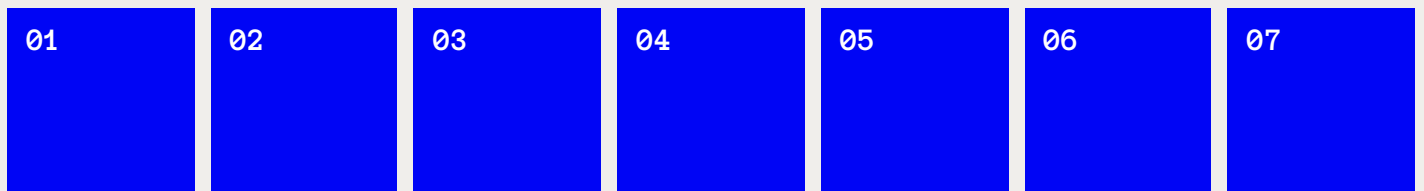




A FIELD MANUAL FOR CHURCH COMMUNICATIONS

The 7 Building Blocks™

Seven steps that eliminate the chaos, the politics, and the guesswork - in any church.





The 7 Building Blocks™

Here's the method you've been missing. Seven steps that eliminate the chaos, the politics, and the guesswork – in any church.

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Assign Levels to Every Ministry

Every ministry and event gets a communication level (1-4), so the important stuff actually gets heard.

The Problem

Without levels, every ministry fights for the same spotlight. The missions trip gets the same promotion as VBS. Youth group competes with the annual fundraiser. Ministry leaders feel slighted, pastors feel guilty, and the congregation tunes out because everything sounds equally urgent – which means nothing feels urgent.

The Fix

Classify every ministry, event, and department into one of four communication levels based on scope and impact.

How To Do It

- **Level 1** – Churchwide events that affect 80%+ of your congregation, plus bridge events for newcomers.
- **Level 2** – Core next steps – baptism, small groups, giving, serving. The things every person should know about.
- **Level 3** – Next generation ministries – kids, youth, young adults. Important, but audience-specific.
- **Level 4** – Individual ministries, departments, and interest groups. Valuable, but not always for the main stage.

DONE WHEN

Every ministry and recurring event has a level. No promotion gets planned without knowing its level first.

Publish Policy

Replace "why didn't my event get announced?" with shared language everyone works from.

The Problem

When there's no written policy, every promotional decision becomes personal. The pastor says no to a ministry leader and it damages a relationship. Someone else says yes to avoid conflict and the announcement list grows. Decisions get made based on who asks loudest, not what matters most. The person managing communications is stuck in an unwinnable position – responsible for everything, empowered to decide nothing.

The Fix

Install a shared set of communication principles that everyone can reference. When the policy makes the decision, no one has to be the bad guy.

How To Do It

- **Communications Policy (6 rules)** – Awareness is not interest. Sunday is not your Savior. The more you announce, the less they listen. Inspiration over information. One destination for every promo. Values dictate voice.
- **Social Media Policy (7 rules)** – All efforts are informed by Christ. Stop the scroll. Identify intersections of faith & culture. No weeks off. Principle of congruency. Social is a springboard. Repeat the best, forget the rest, continue to test.
- **Circulate both policies** to staff and key volunteers.
- **Reference policy language** when approving, denying, or reshaping promos – use policy as the justification, not personal preference.

DONE WHEN

Policy language shows up naturally in meetings. "That's a Level 4" becomes part of the vocabulary.

Give Each Ministry a Home

When every ministry has somewhere to send people, the pressure on stage time and announcements drops overnight.

The Problem

Most ministry frustration isn't really about promotion – it's about having nowhere to send people. A small group leader gets asked "Where do I sign up?" and doesn't have a good answer. A ministry wants to share updates but the only option is begging for an announcement slot. Without a digital home, every ministry depends on the main stage for visibility – and there's only so much stage time to go around.

The Fix

Create dedicated digital spaces for every ministry so they always have somewhere to point people, regardless of their communication level.

How To Do It

- **Level 1–3 ministries** – dedicated pages on your church website with clear next steps.
- **Level 4 ministries** – their own Post Collection on the website. A place to share updates, events, and sign-ups without competing for churchwide attention.
- **Every ministry** can confidently answer "Where do I send people?" with a single link.

DONE WHEN

**No ministry leader needs to ask for stage time just to be visible.
Every ministry has a digital home.**

Supply Promotions Playbooks

Deploy promo blueprints so your team stops guessing what to say, when to say it, and where to send people.

The Problem

Right now, every event gets promoted differently. Someone makes it up each time – a social post here, an announcement there, maybe a slide if they remember. The result is inconsistency. Big events get under-promoted because no one planned ahead. Small events get over-promoted because a passionate leader pushed hard. Your communications person spends more time negotiating what to promote than actually promoting it.

The Fix

Create repeatable promotion blueprints for each communication level. When a Level 2 event is coming up, everyone already knows the playbook: what channels, what timing, what assets.

How To Do It

- Build a standard promotion sequence for each of the four levels.
- When a ministry asks "How will my event be promoted?" – hand them the playbook for their level. No debate needed.

DONE WHEN

Every promotion request is answered with a playbook, not a negotiation.

Create the Weekly Bulletin

One record-of-truth your whole church can check. The rhythm that replaces the announcement avalanche.

The Problem

Here's the tension: Level 4 ministries deserve visibility, but they don't always belong in weekly announcements from the stage. Without a solution, you either give them announcement time (and announcements start to drag) or say no (and frustrate the ministry leader). Neither option works.

The Fix

The Weekly Bulletin is a single, comprehensive, digital record of everything happening at your church each week. It's where Level 4 gets full visibility without adding noise to Sunday morning.

How To Do It

- **Publish digitally every week** – accessible from your website, a QR code on screen before service, and through email.
- **Structure it day-by-day** – what's happening, brief descriptions, featured highlights, and an upcoming section for what's ahead.
- **Make it the default answer** for "What's going on at church this week?"

DONE WHEN

Anyone - staff, volunteer, or congregation member - can answer "What's happening this week?" without calling the church office.

Commit to The Church Announcements Formula

One story. One next step. People stop asking, "Where do I go for more info?"

The Problem

Most church announcements are information dumps. Dates, times, locations, details – delivered rapid-fire from the stage while the congregation mentally checks out. People don't act on information. They act on inspiration. And when you give them five things to do, they do none of them.

The Fix

Standardize every announcement around one simple formula: tell a short story, then give one clear next step. Limit stage announcements to three or fewer. That's it.

How To Do It

- **Lead with a story** – why this matters, who it's helped, what it looks like.
- **End with the same next step** – go to one destination to take action.
- **Never list logistics from stage.** Send people to the destination for the details.
- **Three announcements maximum.** If it doesn't make the top three, it belongs in the bulletin.

DONE WHEN

Your congregation stops asking "Where do I go for more info?" - because they already know.

Launch Your Central Hub

One destination for every promo, every next step, every question. Trained into your congregation until it becomes instinct.

The Problem

Right now, your church likely sends people to different places. The app for one thing. The website for another. A Google Form for this. A sign-up sheet for that. Talk to the pastor for something else. Every new destination splits attention. Your congregation has to remember where to go for what, and most of them give up trying.

The Fix

Make your website the single destination for every promotion, every next step, every ministry. Not an app (half your congregation won't download it). A website – accessible on every device, 24/7, no friction.

How To Do It

- **Consolidate all next steps** to your website. Every announcement, every slide, every social post sends people to one place.
- **Install quick-action tools** so people can take their next step in seconds – not dig through menus.
- **Everything lives here** – the Weekly Bulletin, ministry homes, event sign-ups, giving, prayer requests.
- **Use the same language everywhere** until it becomes culture: "Visit [your church URL] to take your next step."

DONE WHEN

Your congregation instinctively knows where to go - without being told differently each week.



Install them yourself. Or let us install them for you - free.

Church communications runs on a system - or it runs on chaos.

PATH A

Install it yourself

Use this manual. One block at a time, in order. Don't skip ahead - each block makes the next one easier.

PATH B

Let us install it with you

Free for your church. Start by getting your Church Chaos Score below - a 3-minute diagnostic that tells us where your comms stand today. From there, we'll build your personalized plan.

Get Your Church Chaos Score

CHURCHCHAOS.COM

