

Communications for Episcopal Leaders

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What is the Episcopal Church Foundation (ECF)?

Overview:

- Independent and lay-led organization
- ECF's mission is to strengthen the **leadership** and **financial** capabilities of Episcopal congregations, dioceses, and other institutions
- ECF carries out this mission through a wide array of programs including...



Leadership Resources

- ECF Vital Practices (ecfvp.org)
- Vestry Resource Guide
- Fellowship Partners Program
- Educational Events

Financial Resources

- Capital Campaigns
- Planned Giving
- Endowment Management
- Educational Events

For those just joining...

A Few Notes:

- All participants are currently muted to cut out background noise and audio interference.
- To start your web cameras, press “Start by Web Cam” button and “Start Sharing”.
- If you have questions, please type them into the chat box on the right-hand side of the screen.
- PDF’s of the slides and resource list are downloadable.
- This webinar is being recorded and will be made public.



Thanks for coming!



Our Presenter: Nancy Davidge



- ECF associate program director& editor, ECFVP
- Immediate past president Episcopal Communicators
- Experienced communications professional –for profit & nonprofit
- # 1 take away – always remember your audience

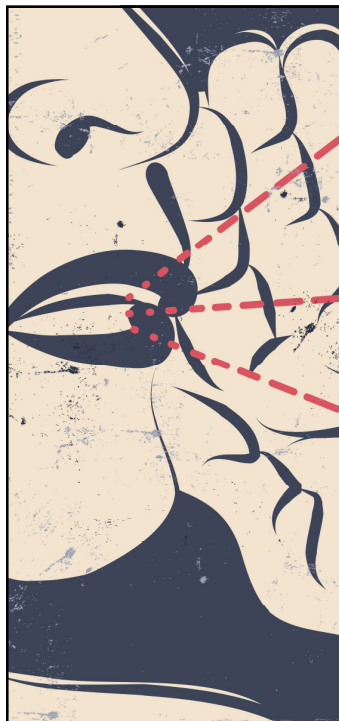


Bible Study: 1 Samuel 3:1-20

Samuel was lying down in the temple...Then the Lord called, "Samuel! Samuel!" and he said "Here I am!" and ran to Eli, and said "Here I am, for you called me." But he said, "I did not call, my son; lie down again."

Then the Lord said to Samuel, "See, I am about to do something in Israel that will make both ears of anyone who hears of it tingle. On that day I will fulfill against Eli all that I have spoken concerning his house, from beginning to end. For I have told him that I am about to punish his house forever....."

Samuel lay there until morning; then he opened the doors of the house of the Lord. Samuel was afraid to tell the vision to Eli. But Eli called Samuel and said.. "What was that he told you? Do not hide it from me..."



Tonight we'll think strategically about:


Basic principles for creating trust.

Communicating major decisions/changes.

Building engagement within and beyond our congregations.

Have a question? Please send via the Chat Box; we have a Q&A time built in.







Focus on what's BEFORE these 4:

Audience – who are you trying to reach and why?

Message – what are you trying to communicate?

Media plan – where, what, when?


Results – what was the impact?



Poll

You helped write a grant for your church and are waiting to hear the result. Today, your neighbor congratulates you on getting the grant. How do you feel?

- Happy the grant was approved.
- Hurt or angry that as a committee member you didn't hear the news first.
- A bit of both.



Creating Trust

“Church leaders have a responsibility to model Christ like behaviors and when we don’t we pay a heavy price.”

- Mary MacGregor

- Create a safe environment
- Recognize issues of power/control
- Guard against defensiveness
- Practice transparency
- Tell the truth



Creating Trust

Communications is about feelings as well as message.

Do a ‘trial run’ in your heads or with a trusted group, asking:

- Why should anybody care about this?
- What would my reaction be to this message as presented?





Communicating Difficult Messages

Like Samuel, we are often afraid.

Look to Eli, who, I expect knew that God was displeased with him. What did Eli do? He said, “What was it that he told you? Do not hide it from me.”

Resistance to delivering what is perceived as being ‘bad news’ is normal.

What happens? It usually turns out okay.



Communicating Change

Resistance to change is NORMAL

3 ways to minimize resistance:

- Invite key influencers to be part of process.
- Keep people informed.
- Help people understand why.

Listen – and be open to hearing...



Check in

Need clarification on anything covered?

Please type your questions into the chat box.

The last 10 minutes of this webinar have been set aside for Q&A – send your questions anytime.



Building Relationships

Which would you rather read? (poll)

- A story
- A report

How do we reach 'the people we don't know yet?'

How do we invite our occasional attendees into deeper engagement?





Building Relationships

Where and how are people likely to learn about what your congregation/church values?

- Friends and neighbors
- Free directory listings
- Your website
- Information you share via social or traditional media



Building Relationships

As we welcome others in – as participants, as members, as leaders – remember this also = change

Let's prepare ourselves by:

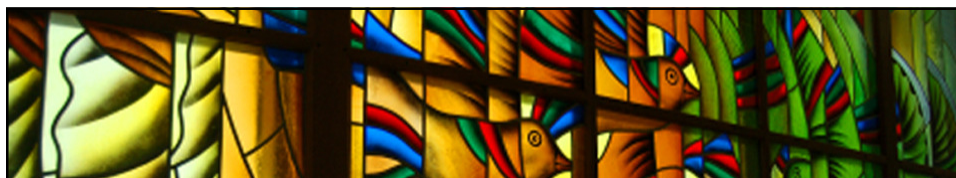
- Being open to doing things differently
- Sharing power/control
- Sharing information more widely



Questions & Comments

- What's your experience with communicating a major decision?
- How are you sharing your stories within and outside of your congregation?
- Any strategies to share that have worked for you?

Please use 'raise your hand' or type your comment/question into the chat box.



Contact Us

Episcopal Church Foundation

ECF website: www.episcopalfoundation.org

ECF Vital Practices: www.ecfvp.org

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Some Resources



[ECF Vital Practices](#)

[Episcopal Communicators](#)

[Episcopal Church Public Affairs Toolkit](#)

Articles Cited in Presentation

Maine Council of Churches [Covenant for Civil Discourse](#)

ECF Vital Practices

[No More Parking Lot Conversations](#)

[Covenants in Congregational Life](#)

[Tone Matters](#)

[Miss Manners](#)

[Becoming Grace](#)

[Find a Church](#)

[Gotta Share](#)

[Sharing Our Church Through Stories](#)

