Webinar technical notes

- ECF may need to mute all participants to limit background noise and audio interference
- To start your web cameras, press the “Start my 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
- PDFs of the slides and resource list are available for download
- This webinar is being recorded and will be made public

BEFORE YOU SAY A WORD

Developing a communications plan
The Episcopal Church Foundation (ECF)

Independent, lay led organization, founded in 1949

Empowers congregations through visioning and planning, leadership development, and raising financial resources for ministry

Through our programs, ECF is helping to build a Church characterized by:
- Lay and clergy leaders work together to transform the Church
- Healthy, vital, vibrant Episcopal communities of faith
- Meaningful opportunities for Christian stewardship and effective fundraising
- Innovative, mission-based ways to be the Church of the future

Episcopal Communicators are committed to connection, within and beyond the church. We believe communication is a vital component to a healthy church at all levels, from the congregation to the diocese to the global church. As a professional, self-supporting association, our goals are to:
- Strengthen the community.
- Foster the development of communication expertise.
- Serve as an advocate for the ministry of communications.
- Provide a forum for discussion of communication issues.
- Provide mutual support and fellowship.

episcopal-communicators.wildapricot.org
Who We Are
Communications is evangelism.

Strategy ≠ Tactics

- Your strategy is your plan to tell your story.
- Your tactics are the things you do to carry out your plan.
Strategy

- Strategy begins with asking what it is you are trying to accomplish.
  - You will say X to Y and as a result, they will do Z.
  - Don’t proceed until you answer this question.

Tactics

- Tactics flow from strategy.
  - Tone of voice, visual identity, selection of messenger (who does the talking), choice of communications media, timing
Strategic Questions

- Who are we?
- With whom are we speaking?
- What do we want the people with whom we are speaking to do?
- What communications resources—human and financial—do we have?

Who are we?

- What can you say about yourselves with confidence and concision?
- Informed by mission, vision statements, strategic plan, agreed upon expression of values.
- You shouldn’t have to answer this question fresh every time you open a Word document.
To whom are we speaking?

- What do you know about your audience?
  - *internal, external*
  - *How can you find out what you don’t know?*
    - Getting into the neighborhood
    - Exploring the data

The data

- Pay special attention to the Mosaic segments at [http://pr.dfms.org/study/StaticPDFs/3/3900-4106.pdf](http://pr.dfms.org/study/StaticPDFs/3/3900-4106.pdf)
- For information by smaller units: [http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml](http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml)
- [http://datausa.io/](http://datausa.io/)
Venn Diagram

- Draw on knowledge, research of church, community.
- What’s in the overlap?

Community  Church

And now: bank robbery

- Go where your audience is; use the communications tools that are already a part of their lives.
Questions

Tools
- Internal and external audiences might not use same tools
- Website as hub
- E-news is usually principle communication to members
- Printed bulletins can reinforce the comprehensive e-news
- E-news articles, social media posts can link to the website.
- Social media can be used to reach internal audiences; boosted posts and targeting for external audiences.
Social media

- If you do one thing, do Facebook.
- Participation in other social media can depend either on the demographics of audience, interest and skill of communications team.

Capacity

- Factors include budget, skills, human capacity.
- Communications is evangelism. That fact should influence budgeting, volunteer recruitment, leadership priorities.
- Do a few things reliably and well rather than chase every rabbit that crosses the lawn.
The rabbit

The Skills You Need

- Here are skills you can’t really do much without:
  - writing
  - editing
  - enough technical skill to:
    - feed a website
    - maintain a social media feed
    - put out a newsletter (Constant Contact, Mail Chimp, etc.)
The Skills You Want

■ Graphic design, photography, videography; audio recording and editing.

■ You might want to hire help, or you might be able to rely on volunteers.

Questions
Calendar

- Put upcoming year’s events on an editorial calendar.
  - What deserves special coverage?
  - What constitutes special coverage?
  - What do you want to promote outside parish?
  - How will you inform people about routine, recurring events?

Features

- What stories do you want to tell that are not related to events?
  - Reports on special initiatives
  - Profiles of key leaders
  - Profiles of members doing exciting ministry
Recap: Next Steps

- Establish agreement that communications is evangelism.

- Fill in the variables:
  - You will say X to Y and as a result, they will do Z.

- Answer these questions:
  - What communications resources do we have?
  - What tools do we need to reach new and existing audiences?
  - What tools do we have? Are they all necessary?
  - What events do we have to promote?
  - What stories do we need to tell?

- Create your plan.