

 **Communicating with Clarity**

Visuals, Voice, & Vision pt. 1

Parish Communications Conference 2025

Visuals

- What our communications looks like.
- What messages our visuals express.
- How different audiences see our communications.

Voice

- How we sound to our audience.
- The tone, language, and personality we use.
- How our audience interprets our message.

Vision

- What our communications ultimately point toward.
- The deeper purpose behind what we share.
- How we reflect our mission, values, and theology.



Workshop Overview

Part 1

Clarifying Your Message & Mission

- **Reflect**
- **Define**
- **Align**
- **Envision**

Part 2

Telling the Story Visually

- **Show**
- **Capture**
- **Create**
- **Refine**

Part 3

Systems and Sustainability

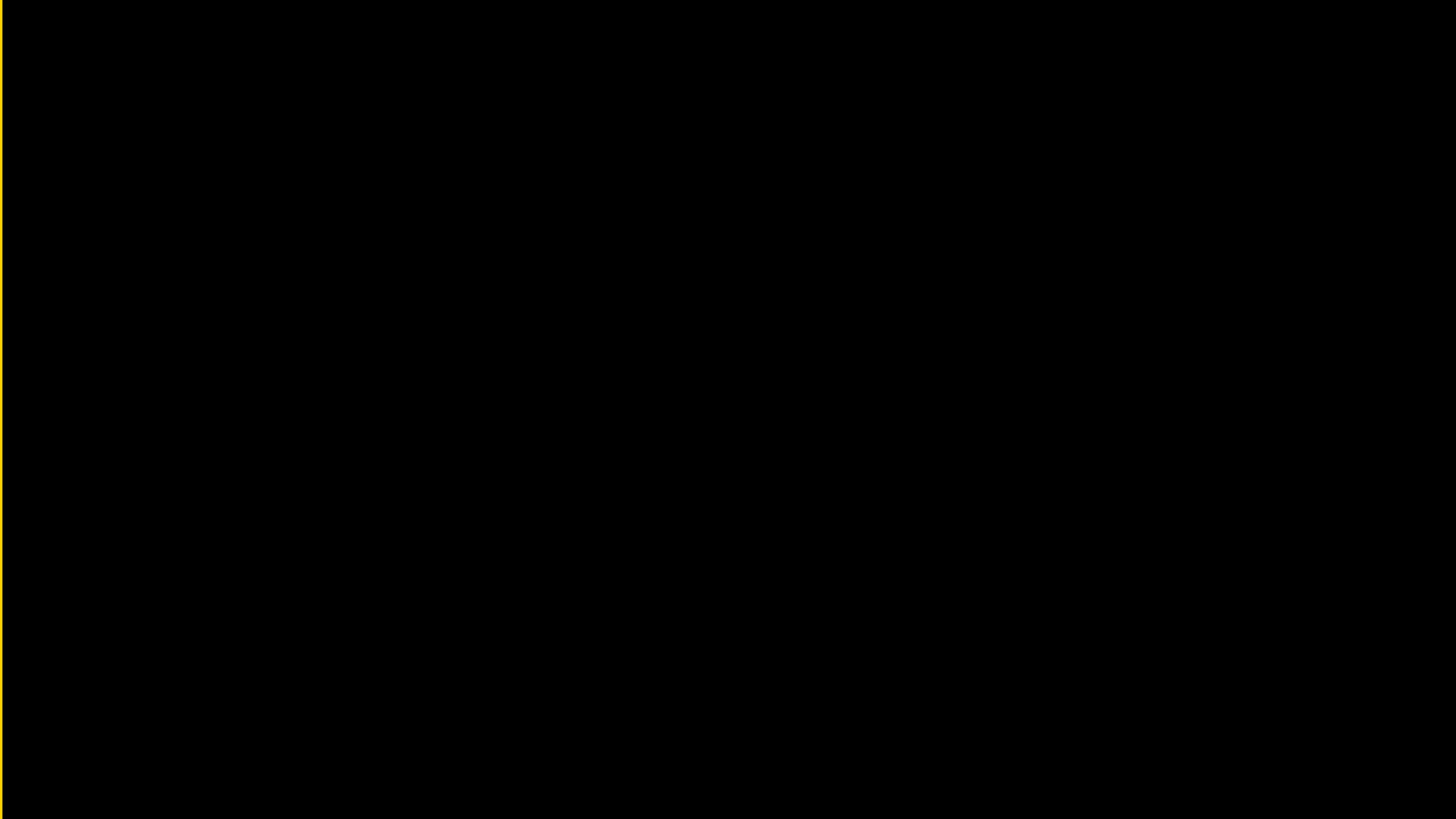
- **Organize**
- **Plan**
- **Evaluate**
- **Strategize**

Part 1: Clarifying Your Message & Mission

A broad look at church communications with a focus on verbal and written communications.

What are you saying?

What makes communication Gospel?



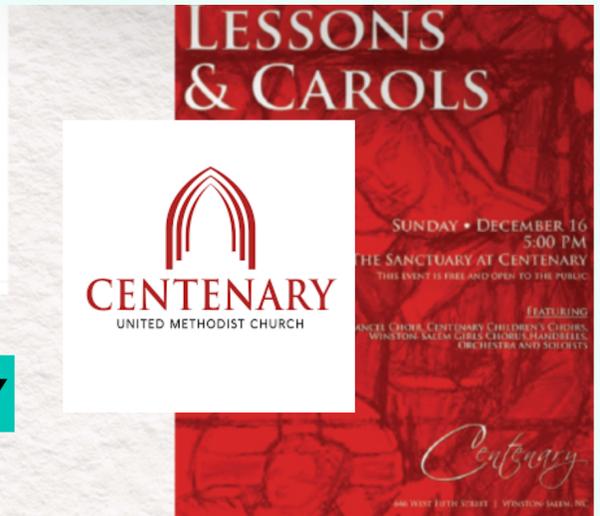
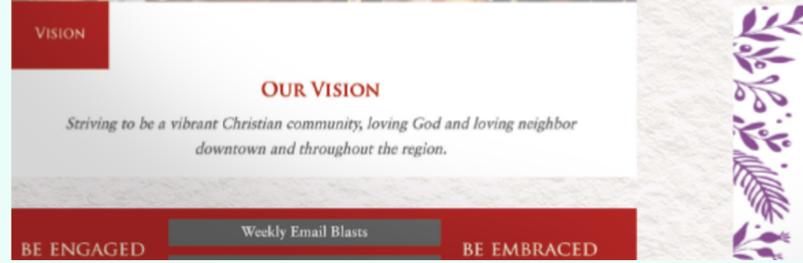
Branding Definition:

Your brand is derived from who you are, who you want to be, and who people perceive you to be.

Your Objective:

All of your communications should help explain how your brand/place/community is unlike any other in this world.

What do you communicate?



When writing copy for your church:

- **Start with the “why,” not just the what.** Explain why this matters to people’s lives, faith, and/or community.
- **Target your communications.** Don’t try to say everything to everyone. Have multiple versions of copy.
- **Make the invisible visible.** Reveal the heart, purpose, or emotion behind everything you communicate.
- **Use concrete details creatively.** “We’ll gather in the garden with cider and blankets” is more engaging than “we’ll meet outdoors.”
- **Include a call to action.** Tell readers what to do next: show up, register, contact someone, learn more.
- **Speak like a human.** Have a clear tone and voice that is consistent throughout your communications.

Copywriting Best Practices

Meh...

Join us for Evensong on Sunday, October 20 at 5 PM in the Nave.

Better...

Experience the beauty of Evensong on Sunday, October 20 at 5 PM in the Nave. This choral service offers music, prayer, and quiet reflection to close the day.

Great!

As evening falls, come rest in the candlelit Nave of St. Paul's for Choral Evensong on Sunday, October 20 at 5 PM. Through ancient prayers and soaring music, this peaceful service invites stillness, wonder, and reflection no matter where you are on your journey.

Cool, but make it shorter

Let the beauty of candlelight, prayer, and music carry you into evening: Choral Evensong at St. Paul's, Sunday, October 20 at 5 PM.

From 44 words to 23

Guiding your good news

Mission, Vision, & Values

How they help:

A strong Mission Statement, Vision Statement, and set of Core Values, at their best, help your communications speak as one voice.

Mission Statements

Help you stay **focused and consistent** by clearly articulating the church's purpose, guiding what to say, how to say it, and why it matters.

Vision Statements

Help you cast a compelling picture of the church's future, inspiring messaging that points toward **growth, transformation, and the deeper "why"** behind the work. Forward, not backward.

Core Values

Help you ensure that every message reflects the church's identity and integrity, guiding **tone, priorities, and the way the church shows up in the world.**

Mission Statements

A mission statement for a church defines its core purpose: What the church **does**, for **whom**, and **why**.

It answers the question: “Why do we exist as a faith community?”

It should be:

- Rooted in Episcopal theology
- Focused on action
- Directed outward and inward
- Guiding and practical

Strong Mission Statements are:

- **Clear and concise:** Easy to understand and remember
- **Purpose-driven:** Focuses on what the church does and why it exists
- **Action-oriented:** Uses active verbs that point to movement, service, or transformation
- **Contextual:** Reflects the church’s unique community, culture, and calling

Mission Statement

St. Titus' is a diverse and growing community committed to walking with Christ by serving others, pursuing justice and welcoming all.

ST. TITUS' EPISCOPAL CHURCH, DURHAM, NC

Mission Prompts:

Write down short responses to the three following mission statement prompts.

Prompt 1

What do people count on us for?

Prompt 2

If we disappeared tomorrow, what would our community miss most?

Prompt 3

Who are we here for?

Vision Statements

A **vision statement** paints a hopeful, faith-filled picture of the future your church is working toward when it fully lives out its mission.

It answers the question: “Where is God calling us to go?”

It should be:

- **Aspirational:** Paints a bold/hopeful picture
- **Rooted in Episcopal faith**
- **Future-focused:** What the church is becoming
- **Inspiring and motivates action**

Strong Vision Statements are:

- **Community-aware:** Speaks to the needs of the congregation and the world
- **Unique:** Reflects your particular identity
- **Guiding and practical:** Helps shape decisions, ministries, and communications
- **Inclusive:** Welcomes others into the shared purpose of the organization

Vision Statement

**To proclaim, live and grow in God's love,
recognizing Jesus Christ in all people in
service and solidarity.**

ST. PETER'S EPISCOPAL CHURCH, SEATTLE, WA

Vision Prompts:

Write down short responses to the three following vision statement prompts.

Prompt 1

What kind of church do we want to be known as?

Prompt 2

What kind of change do we hope to inspire?

Prompt 3

Who would miss us if we closed our doors?

Values

An organization's **values** are the core principles and beliefs that guide how it behaves, makes decisions, and interacts with others.

It answers the question: “What principles guide how we live out our mission?”

It should be:

- **Authentic:** Is this accurate or aspirational?
- **Consistent** in their ability to guide your organization
- **Concise:** Not vague or generic
- **Grounded in your faith, mission, and context**

Strong Vision Statements are:

- **Actionable:** They influence how people behave, make decisions, and relate to others.
- **Memorable:** They're simple, clear, and easy to recall and repeat.
- **Distinctive:** They reflect what makes your church unique, not just what any church might say.
- **Aligned:** They support your mission and vision, creating a cohesive identity and direction.

Core Values

Missionary Emphasis
Education and Leadership
Meeting Human Needs
Responsive Stewardship
Holy Excellence

EPISCOPAL DIOCESE OF TX

Values Prompts:

Write down short responses to the three following core values prompts.

Prompt 1

What are we unwilling to compromise on?

Prompt 2

What are two ways we hope people *feel* when they interact with us?

Prompt 3

When we're at our best, what does that look like?

Utilizing Artificial Intelligence

**From prompts to
first drafts**



Lunch

We'll meet back at 1 PM