Communications That Connect and Invite







Website
Your digital front door

Social Media
Showcasing the life of your church

Community Outreach
Reaching beyond your congregation

Where to begin:



- What do we want?
- What’s getting in the way?
- What are we willing to change?
- What does strong communications look like?

What do we want?



Church growth.
Stronger connections.

- How do we reach new people? Younger families?
  - Website, social media, digital communications

- How do you connect with people in your neighborhood?
  - Attractive post cards?

What do we want?

Church growth. Stronger connections.

- If a young family moved into your community tomorrow and decided to look for a church, how would they find yours?
  - Would they find a current website?
    - Would they see pictures of people who look like they might belong?
    - Would they find worship times, children's opportunities, and a sense of welcome?
  - Could they connect with you through social media?
    - If so, are your posts engaging? vibrant? alive? inviting?



What's getting in the way?

We cannot continue to say that growth is our priority. While treating the communications that support growth as an extra responsibility.

Are we organized for the church we have or the church we hope to be?

- When was your staffing model developed?
  - Before website, social media, digital world?
- Is work that most directly connects to reaching new people
  - getting whatever time is left over?



What are we willing to change?

We may not need more people doing more work.
We may need to rethink who does what — and why.

Does current staffing / volunteer responsibilities reflect priorities?

- Is it possible to
  - shift the roles to better suit shifting priorities?
- Can leaders help
  - redesign the work?
    support the employee?
    engage volunteers?



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- What if?
  - Dedicated, paid staff priority was your parish's communications coordinator, with a portion of their existing administrative work redistributed to volunteers.
  - Communications training was provided to staff member?
  - The parish administrator did not do the bulletin or was responsible for hall rentals/room scheduling?

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Does current staffing / volunteer responsibilities reflect priorities?

- What if?
  - When you hire for your next parish administrator
    you looked for a person with a communications skill set?
  - We reversed our thinking and instead of giving outward-facing communications whatever time is left over, what if we protected that time first?



What Actually Helps People Discover Your Church?







Great website: Your digital front door

Social media: Showing the life of your church

Community outreach: Reaching beyond your congregation

What helps people find us?

Website: Your digital front door



A welcoming, current website makes it easy to find worship times, location, accessibility information, what to expect, and how to get connected. This should be an essential parish responsibility, not an occasional project or ‘when we get to it’.

Communications That Connect and Invite

Social Media:
Showing the Life of Your Church

Give people a glimpse of who you are through photos, videos, and stories that highlight your people, ministries, relationships, and community.





Community Outreach:
Reaching Beyond Your Congregation

Use mailers, local publications, partnerships, neighborhood events, and invitations to introduce your church to people who may not know you exist.

What helps people find us?

Social Media: Showing the life of the church

- Social media gives people a glimpse of who you are beyond Sunday worship. Through photographs, videos, stories, and regular posts, you can show the people, ministries, relationships, and community that make your parish special. It's not just about announcing events — it's about helping people see themselves as part of your church.



What helps people find us?

Community Outreach: Reaching beyond

- Your communications shouldn't stop with the people already in your pews. Community mailers, local publications, partnerships, neighborhood events, and invitations help introduce your church to people who may not know you exist. Be intentional about reaching beyond your membership and making your parish visible, welcoming, and connected to the wider community.



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