



# Send Monthly Updates to Leaders

During any change initiative, it's essential that all leaders within the church are kept informed of key decisions, short-term wins, recent learnings, and plans for the next 30-90 days. Listed below are a few suggestions for what might be included in a typical monthly leadership report.

## WHO CREATES THE MONTHLY UPDATE?

- A number of people are involved in the process. Typically one person is assigned to develop the email distribution list and create the template that helps create a consistent look and feel of the monthly update.
- Content is gathered from pastors, program staff, the Vision Team chair, and your assigned coach.
- The creators and content providers decide on a consistent time in which the monthly email will be sent. Most churches choose an end or the month or beginning of the month date, while a few decide to send updates immediately following a Vision Team/Leadership Team meeting.

## WHAT KINDS OF CONTENT IS USUALLY SHARED?

- The monthly updates are designed to highlight essential data and make it easy for people to read in just a minute or two. The content should not only inform leaders, but also increase buy-in and participation.
- Start your email with a brief paragraph that highlights key decisions or big rocks that are being addressed. Avoid highlighting more than three items - one is often best. Decide what you hope people will remember from this report. Think about with whom you hope they'll share this information.
- When highlighting **key decisions** that were made in the last month, describe how they will impact the church and its next steps. Be sure to explain the *why*, not just the *what*.
- List a few **bright spots, short-term wins, or celebrations**. Show that progress is being made. Name a few people that may have been instrumental in creating these wins.
- As you reflect on your progress, your church, and your community, feel free to highlight a few **observations and learnings**. Growing congregations pay attention to their results and learn from successes and failures.
- List **next steps/action items** to be addressed in the next 30-60 days. Indicate who's responsible.
- Suggest 3-5 ways that others may **personally contribute** to fulfilling next steps. Some churches categorize these items in bulletin form under the category "How you can help."
- Lastly, indicate **whom people should contact** if they want more information. Provide a phone number and email address (be sure to get people's permission to share this information).

## A FEW SUGGESTIONS & IDEAS:

- If possible, use a program like MailChimp or Constant Contact to send emails. You'll be able to track open rates, know who opened the emails, and see which links were clicked. It's easier to manage distribution lists, create customized templates, include links and pictures, and allow multiple people to add content.
- Write content that is easily shareable with others. Items that you think are important can be in bold font.
- Use bullets to keep content concise. Make it easy for people to read and understand content quickly.
- Invite a few people to read the email and to offer suggestions on grammar, content, and overall clarity of key messages before sending out the email.



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