

COMMUNICATION TIERS

Communication tiers indicate the level of communication visibility and channel access available to a request. They do not reflect the importance or value of a ministry, event, or initiative.

A ministry, event, or initiative may generate communications that fall within different communication tiers depending on audience and communication purpose.

Requests may utilize communication channels available within their assigned tier and all lower tiers.

Higher communication tiers have access to a broader range of communication channels and visibility opportunities. Lower communication tiers utilize more targeted communication channels appropriate to their audience, purpose, and scope.

Communication tiers are determined based on audience, purpose, mission alignment, and communication needs.

Most communication requests fit within established ministry structures and are evaluated according to the tiers outlined below. Requests requiring additional leadership review follow the Exceptions & Approvals process described in this handbook.

The Communications Director is responsible for assigning communication tiers and determining the most appropriate communication channels for each request.

TIER I Congregation Wide Communication

TIER II Ministry Promotion & Awareness

TIER III Ministry Operations & Participant Communication

TIER IV External Resources, Opportunities, & Awareness

TIER V Community Bulletin Board Communication

TIER I

CONGREGATION-WIDE COMMUNICATION

Appropriate when a communication has broad relevance to the Free Church congregation and serves a churchwide purpose.

This includes churchwide initiatives, church meetings, schedule changes, significant celebrations, and major ministry opportunities with broad congregational relevance.

Available Communication Channels

- Side Street Banners & Exterior Signage
- Church Wide Mailings
- Church Wide Emails
- Church Wide Text Messages
- Website Homepage Features
- Website Banners & Alerts
- Push Notifications
- Additional communication channels available within lower tiers

Notes

Placement within Tier I communication channels remains subject to communication priorities, scheduling considerations, and available communication resources.

TIER II

MINISTRY PROMOTION & AWARENESS

Appropriate when a communication supports an established ministry of the Free Church or a Missions Board-supported initiative, and seeks to inform, invite, recruit, or engage participants beyond an existing ministry audience.

This includes ministry events, discipleship opportunities, recruitment efforts, and Missions Board-supported initiatives that do not require congregation-wide communication.

Available Communication Channels

- Website Ministry & Landing Page Features
- Sanctuary Slides
- Quarterly Newsletters
- Special Campaign Emails
- Facebook Events
- Additional communication channels available within lower tiers

Notes

Tier II communication is intended to promote participation and engagement in the ministries of the Free Church.

Communication directed toward existing participants, volunteers, leaders, families, or ministry teams generally falls within Tier III and should be communicated through ministry-specific communication channels.

Placement within Tier II communication channels remains subject to communication priorities, scheduling considerations, and available communication resources.

TIER III

MINISTRY OPERATIONS & PARTICIPANT COMMUNICATION

Appropriate when a communication is directed toward existing participants, volunteers, leaders, families, or ministry teams connected to a ministry of the Free Church.

This includes operational ministry communication such as ministry updates, volunteer communication, scheduling, parent communication, team coordination, newsletters, and routine correspondence intended for individuals already connected to a ministry.

Available Communication Channels

- Ministry-Specific Emails
- Ministry-Specific Text Messages
- Ministry Messaging Platforms
- Ministry Publications & Newsletters
- Sign-Up Sheets & Online Registrations
- Additional communication channels available within lower tiers

Notes

Tier III communication is intended to inform, equip, and coordinate individuals who are already participating in a ministry. Communications intended to recruit, promote, or broaden awareness beyond an existing ministry audience generally fall within Tier II.

Tier III communication generally does not require review through the church-wide communication process unless it is being promoted beyond its intended ministry audience.

Placement within Tier III communication channels remains subject to ministry leadership oversight and applicable church policies.

TIER IV

EXTERNAL RESOURCES, OPPORTUNITIES, & AWARENESS

Appropriate when a communication raises awareness of external ministries, organizations, programs, or community resources that align with the mission, values, and ministry priorities of the Free Church.

This tier includes community resources, external ministries, service opportunities, advocacy initiatives, and programs operating outside the ministries of the Free Church.

Available Communication Channels

- Website & App Events Page
- Social Media | Facebook & Instagram
- Bulletin
- Lobby Slides
- Welcome Center Displays
- Brochures & Handouts
- Printed Publications
- Lobby Signs
- Stall Signs
- In-Building Posters, Displays & Signage

Notes

Tier IV communication is intended to inform and connect individuals with ministries, organizations, and resources operating outside the ministries of the Free Church.

Approval of a Tier IV communication does not imply sponsorship, ownership, or operational oversight by the Free Church unless otherwise stated.

Communication support for Tier IV requests is typically limited to the placement and distribution of materials provided by the requesting organization. Design, content creation, printing, and campaign development are generally reserved for Free Church ministries and approved church initiatives.

Tier IV communication is intended to promote awareness and engagement but does not function as operational communication for organizations outside the ministries of the Free Church.

Placement within Tier IV communication channels remains subject to communication priorities, available resources, and alignment with the church's mission and values.

TIER V

COMMUNITY BULLETIN BOARD COMMUNICATION

Appropriate when a communication provides general community information that may be of interest to members of the Free Church but does not warrant active promotion through church communication channels.

This tier includes community events, local organizations, public notices, school activities, fundraisers, and other informational resources that have not been designated for promotion through higher communication tiers.

Available Communication Channels

- Foyer Community Bulletin Board

Notes

Tier V communication is intended to make information available, not actively promote participation or engagement.

Placement on the Foyer Community Bulletin Board does not imply endorsement or sponsorship by the Free Church.

Space on the Community Bulletin Board may be limited and remains subject to church policies, available space, and administrative discretion.