

COMMUNICATIONS GUIDE



MISSION: We exist to make followers of Jesus today!

TEAM VALUES: We are followers, not just believers. Everyone needs Jesus. Everyone is welcome. Everyone needs someone. Everyone deserves our best. I am here to serve. It is better to give than to receive. Everything rises and falls on leadership. Fun is part of what makes it compelling.

STRATEGY: Let's make sure we are communicating effectively and accurately. Communication standards, guidelines, and timelines help us remove obstacles that might get in the way of people taking their next step and is respectful of other's time.



OVERVIEW

The Communications Team oversees all communications between the church and congregation. Our role is to help ensure that every message, whether verbal or visual, aligns with the mission and values of First Christian and effectively connect people to the life and ministry of the church.

This guide serves as your reference for the communication process, policies, and standards at FCC. It will help you understand how and when to request promotional materials, graphics, announcements, and other forms of communication. Our goal is to provide a clear and uniform system that empowers FCC to communicate with excellence and purpose as we point people to ministry, discipleship, serving, and next step opportunities.

Consistent messaging and branding not only improve clarity, they also enhance the overall experience of our church family. While not all communication must go through the Communications Team, all communications--regardless of who creates them--must follow the approved standards and guidelines outlined in this document.

FORMS OF COMMUNICATION NOT OVERSEEN BY COMMUNICATIONS TEAM:

Group Invitations (ie: group events, ministry team meetings)
Ministry Specific Emails (ie: communication amongst volunteer teams)



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COMMUNICATIONS POLICY

In order for the Communications Team to provide effective and compelling communication, everyone must follow this policy in the appropriate timeline. This policy is in place in order to provide the Communications Team with the time needed to produce the necessary advertisements, graphics, website updates, etc. Any requests after the timelines listed below may result in delayed communications. ALL congregation-wide communication must go through the Communications Team and follow the communications policy. ALL FCC graphics must be made and/or approved by the Communications Team.

Forms of Communication Overseen by Communications Team:

- Preservice Slide
- Email (Monthly Newsletter, Local Push)
- Digital Marquee
- Event Registration
- Posters
- Handouts
- Social Media Posts
- Website/App

You may request any or all of these forms of communication, however, the use of them will be determined by the Communications Team and the schedule of communications. They will plan each communication to ensure that everything is communicated well and adheres to the guidelines and branding of FCC.

ALL COMMUNICATION 3-4 WEEKS

All requests must be submitted AT LEAST 3 full weeks before they need to be shared. Larger scale events like conferences may need more time for graphic design and promotional materials to be produced.

PROMOTION 3-4 WEEKS

Most FCC events are promoted for 3-4 weeks. Some events, such as conference and VBS, are promoted earlier and for a longer time frame.

OUTSOURCED PRINTING 2-4 WEEKS

Outsourced printing needs to be requested a MINIMUM of 2 weeks before the date needed and is subject to printing and shipping timeframes.



COMMUNICATIONS BEST PRACTICES

When preparing for communications, it is important to ask the essential questions of who, how, why, when, where, and what. **If you cannot answer these questions, neither can the Communications Team.** This information must be present in the Communications Request in order for the team to effectively communicate the ministry event/opportunity. Please be familiar with the essential questions and the Communication Best Practices so that communication plans may run efficiently and effectively communicate to the FCC family.

Know the Vision - Vision

Produces Reason and Content:

You need to be able to share the “why” in less than 30 seconds. If you cannot do this, it’s hard to communicate. This needs to be thought out and included in the suggested advertising content. It is up to you, not the Communications Team, to come up with the “why.”

Inspire Next Steps:

Communicating should be a balance of information and inspiration. Everything should motivate and equip, including a relevant call to action.

Share Simple Details for Action:

Go to fccwashington.org, scan the QR code, or sign up should be your primary next steps. “Mark your calendar”, “Make Plans”, “Invite Your Friends”, etc.

Know Your Audience:

The group you are targeting determines how you communicate. Are they already a part of the FCC family or are you trying to connect them to FCC? Your communication should be based on their perspective.

Know and Give ALL the Details:

Think through your event from your audience’s perspective. You must think through each aspect as though you do NOT know any of the details. This will help eliminate confusion for your attendees, staff, and the Communications Team. The more information people have, the better they can make decisions, the more they will be able to participate.

ESSENTIAL QUESTIONS

WHO?

Who is the audience you’re trying to reach? Does your communication reach them effectively?

HOW?

How does this help someone take a next step, point them to Jesus, or build a Christ-centered community?

WHY?

Why should your intended audience participate in what you are communicating? The “why” should be answered in the first 30 seconds of anything you say about it.

WHEN/WHERE?

When and Where is your event? Without clear communication, people are not going to know if they can participate.

WHAT?

What next step is necessary? Every communication needs to involve a clear Next Step.



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