

## Dover Connections Project

### Church Connections Team Training

#### Communications, Media, and Marketing

1. Define "Communication" re churches in general and specifically in the context of the Connections Project
2. Internal communications within and among members of the congregation
  - a. One-to-one
  - b. One-to-few
  - c. One-to-many
3. External communications
  - a. To those not yet members of the congregation
    - i. One-to-one
    - ii. One-to-few
    - iii. One-to-many
  - b. Away from the church facility
    - i. How do people hear about the church?
    - ii. Does anyone outside the congregation know the church exists?
    - iii. What kind of reputation does the church have?
    - iv. How do people get directions to the church, know when to come, know what you offer them?
  - c. At the church facility, what does your facility "say" to guests?
    - i. Ease of access
      - (1) Directions
        - (a) Can I find the church easily?
        - (b) Can church members easily tell the directions to the church?
        - (c) Are directions printed, published on web site, other?
        - (d) Is the church address readily available for use with GPS unit or with tools like MapQuest and Google Maps?
      - (2) Entry and parking
        - (a) Can I get onto the property and to the building easily?
        - (b) Are parking and building access clearly marked?
        - (c) Is parking paved and lined?
        - (d) If not, are parking spaces identified with concrete or wooden spacers?
        - (e) How many spaces does the church have?
          - (i) You need at least one space for every two present
          - (ii) Adequate handicapped parking?

- (iii) If you have other reserved spaces, what does that say (e.g., “Guest Parking” vs. “Reserved for Staff”)
    - (iv) Vacant spaces for guests, latecomers?
  - (f) Signage: Can I find my way into and around the building easily?
    - (i) Exterior signs
      - 1) Visibility from the road at posted speed limit
      - 2) Clarity
      - 3) Font
      - 4) Size
      - 5) Color
      - 6) How many words?
      - 7) Purpose
        - a) Directions
        - b) Information
    - (ii) Interior signs
      - 1) Purpose
        - a) Directions
        - b) Information
        - c) Visibility
        - d) Clarity
        - e) Font
        - f) Size
        - g) Color
  - (g) Presence or absence of designated greeters: *What kind of first impression does the first church person a guest will encounter make on that guest and/or the guest's family?*
- ii. Condition of the facility: *What impressions does the facility make on a guest, outside first, then inside?*
  - (1) Is it safe?
    - (a) Is the way clear from where one parks to where one enters the building?
    - (b) Do you have handrails?
    - (c) Slick floors?
    - (d) Obstacles on which to hook one's toe?
    - (e) Things blocking halls or emergency exits?
    - (f) Where can a guest find hand sanitizer, tissues, or other things to reduce the spread of infections?
    - (g) In case of a spill, illness, or other event, does the church have a number of people readily available, trained, and willing to respond, clean up, or otherwise deal with the situation?
    - (h) Where in the church would you take someone who was feeling ill?
  - (2) Is it clean?

- (a) Does it look clean?
    - (b) Does it smell clean?
    - (c) How recently was it cleaned?
    - (d) Where is the nearest trash can; is it somewhat empty?
  - (3) Is it comfortable?
    - (a) Is it dry?
    - (b) Warm/cool?
  - (4) Is it adequately maintained?
    - (a) Is the paint cracked or faded?
    - (b) Are the windows or plaster cracked?
    - (c) Treat God's House well!
      - (i) Good theology
      - (ii) Good practice
- iii. Facility features
  - (1) Access, seating, restrooms for mobility-impaired—Is such a guest with such a need important to your church?
    - (a) See also: Facility features, Thoughtful touches
  - (2) Colors, lighting, furnishings, equipment
    - (a) Adequate sound and video display
      - (i) Can everyone hear?
      - (ii) Can everyone see?
      - (iii) See also: Adequate lighting
    - (b) Adequate lighting
      - (i) Natural
      - (ii) Artificial
      - (iii) Energy-efficient
    - (c) Colors—warm or cool
      - (i) Coordinated?
      - (ii) Who decides?
  - (3) Comfortable seating
    - (a) Adequate number of seats to have some personal space
    - (b) Access to aisle, doors
  - (4) Thoughtful touches
    - (a) Age/Need related touches
    - (b) Nursery access during worship
    - (c) Extra gestures
      - (i) Facial tissues, Bible shelf, and coat hooks in each restroom
  - (5) Communications center
    - (a) Visual
    - (b) Printed materials
  - (6) Spaces for interaction
    - (a) Adequate foyer
    - (b) Room for people coming and going
    - (c) Occasional seating

- d. Marketing
    - i. Media options
      - (1) Paid
        - (a) TV
        - (b) Radio
        - (c) Newspaper or Magazine
        - (d) Billboard
        - (e) Internet
        - (f) Telemarketing
        - (g) Direct Mail
        - (h) Banners and Yard Signs
        - (i) Other
      - (2) Free or self-produced
        - (a) Telemarketing
        - (b) Person-to-person (e.g., door-to-door)
        - (c) Church Events
          - (i) Active (i.e., invitations)
          - (ii) Passive (i.e., publicity, but no invitations)
        - (d) Printed Pieces
          - (i) Newsletter
          - (ii) Cards
            - 1) Announcement or business cards
            - 2) Greeting cards
            - 3) Other cards
          - (iii) Flyers
          - (iv) Internet-based
            - 1) Passive
              - a) Web site
              - b) Blog
              - c) Facebook
            - 2) Active
              - a) E-mail
              - b) Twitter
              - c) Other
    - ii. Resources
      - (1) Expertise and Experience
      - (2) Budget
    - iii. Coordinated Campaign
      - (1) Systemic View
      - (2) Continual Task
4. Tell the Good News
  - a. Reports
  - b. Personal Stories
    - i. Testimonies
    - ii. Other