HOW TO COMMUNICATE EFFECTIVELY WITH YOUR PARISH

Wardens & Treasurers Meeting
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7 pm

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SESSION OVERVIEW

1

PLAN OF ACTION FOR ALL COMMUNICATIONS

2

WEBSITES

3

TRICKS OF THE TRADE

1 IDENTIFY YOUR PURPOSE

Before starting anything!

- Upcoming events
- Share Information
- Educate

WHAT DO YOU WANT TO HAPPEN BECAUSE OF THIS COMMUNICATION?

More website traffic?

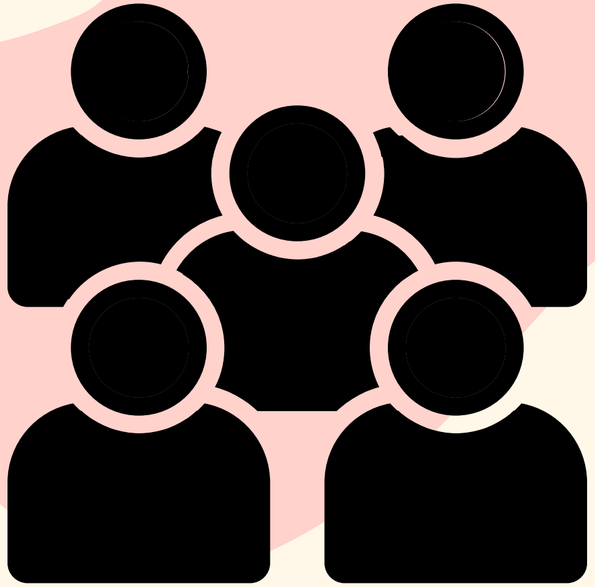
Watch a video?

Give money?

Attend an event?

2 IDENTIFY YOUR AUDIENCE

- Insiders vs. outsiders
- Church members
- People who have visited your church
- People who might visit your church
- Community members



3 CRAFT THE MESSAGE

- Craft message so it’s most effective for the people you’re targeting
- Focus on the content of the message, mood, and language
- Passive vs. active voice
- Formal vs. informal
- Insiders vs. outsiders

COMMUNICATION CHANNELS

Word-of-Mouth

Broadcast Media

Print

Electronic

Ads

4 SHARE THE MESSAGE

- Who is going to share the message?
- When are you going to share the message?
- Prepare for roadblocks.
- List a contact person.

5 EVALUATE

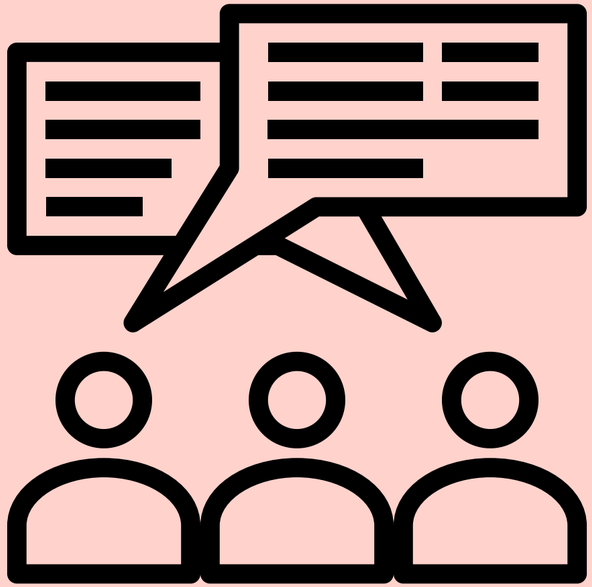
How did it go?

- How many clicks?
- How many likes?
- How many people signed up?
- How did this compare to last year?

ON WEBSITES

- What’s the purpose of your website?
  - For members?
  - For potential visitors?
  - For community members?
- Show you at your best.
- Is it meeting your needs?
- Update frequently or "evergreen" site?

TRICKS OF THE TRADE



BE CONSISTENT

- Pick a style guide and stick with it.
- Train your audience.
- I authorize you to edit everything you're asked to communicate to create a consistent voice across all your communication channels.

PHOTOS

- Use your own.
- Don't steal.
- Some sites where to find free-to-use images:
  - Pixabay
  - Unsplash
  - Pexels
  - TECStock

CREATING GRAPHICS

- Be mindful of where you're going to use the graphic.
- Highlight the accompanying text.
  - Be mindful of people who have low vision or who receive emails without images.
- Helpful sites for creating graphics:
  - Canva (free and pro versions)
  - Adobe Spark (free and paid versions)

ANY QUESTIONS?

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