

# Strategic & Dynamic Communication Checklist

## *How do people hear about our church?*

- Our Website Up to Date.
- We post 2-3 times per week on Social Media.
- We have an Invite Card for Outreach events and invites from members.
- We use direct mail to reach prospects or people who only attend occasionally.
- We have up to date, noticable signs in front of our church.
- We have signs that we can place around the community for special events or big Sundays.
- We have identified potential places for billboards and know what they cost.

## *How do people know where to go when they get to our church?*

- We have signs for first time guests parking.
- We have signs that give directions on the outside of our building.
- We have signs at entrances and exits to the building.
- We have greeters that are equipped to greet visitors at the door.
- We have directional signs for coffee, kids ministry, Worship area, etc. inside the building.
- We have a welcome table(s) where people can get information about our church.
- We have an area for special event sign up.

## How do people stay connected to our church throughout the week?

- Each attender receives a Sunday Bulletin with information about the church and upcoming events.
- We connect people to social media in order to give them up to date information about church happenings.
- Our website is up to date.
- We have addresses for everyone and send postcards and letters for important events and church happenings.
- We have email addresses for everyone and send out regular emails about church happenings.
- We have cell phone #'s for everyone and can send out text messages with important information about church happenings and next steps.
- We have small groups that actively connect with people in the church to provide care and communication through relationships.

### **Bonus Points:**

- We have a full-color E-newsletter that goes out on a monthly or weekly basis.
- We use Facebook groups to manage and encourage different teams and groups in our church.
- We have a gift for each first time guest at our church.
- We use direct mail to saturate our community with information about special events.
- We use Facebook Ads to get information about events to more people in our community.