



COMMUNICATIONS

of the Southeastern District

I want to be a

reach church

I want to be a church that

COMMUNICATES WELL



How do we communicate
WELL to our members and
neighbors?

Neighbors

Members

Leadership

Team



let's talk

**Where do you feel your
strengths and weaknesses are
in communication?**

Why?

Mission

Vision

Connecting people with **Jesus** so
that lives are **transformed** and
God's Kingdom **grows**.

Mobilizing Witness:
Multiplying
individuals and faith
communities to share
the love of Christ.

Empowering Wellness:
Empowering individuals
and faith communities
to thrive through
growth and renewal.

A blue-tinted photograph of an empty church interior. The view is from the back of the sanctuary, looking down a central aisle lined with wooden pews towards the front. In the background, there is an altar area with a cross, a pulpit, and a baptismal font. Stained glass windows are visible above the altar. A banner on the left wall reads "Cristo Jesús es MI DIOS Y MI SEÑOR". A poster on the right wall says "HE RISEN" and "HE SAID".

**Staying connected
with your members**

Communicating Well Through All Platforms



Website



Wednesday Email
SED Connect



SED social media
@sedlutheran

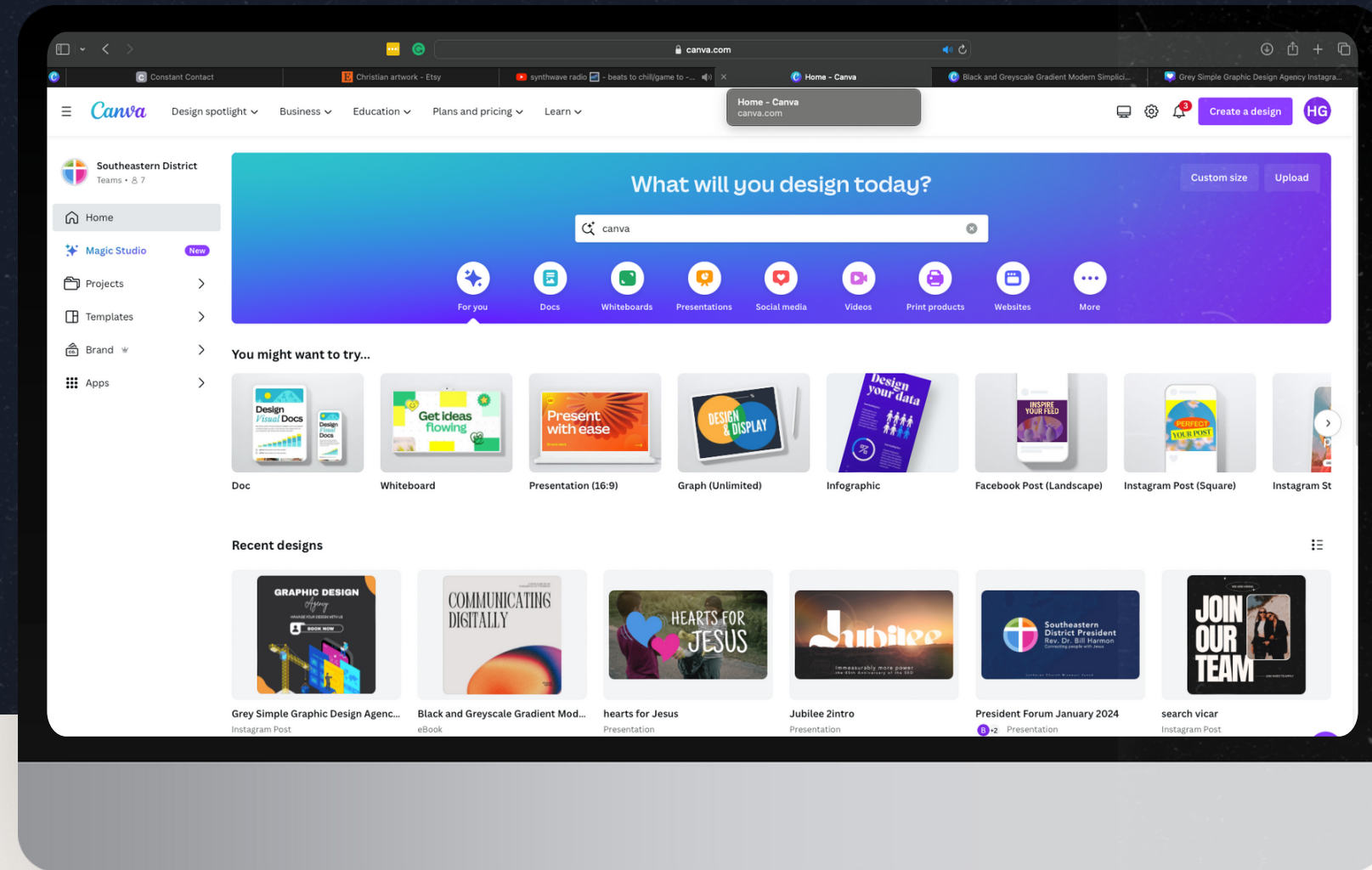


Print Products

Consistency is important!



**Alright, but how do we
communicate better?**



communicating digitally

Branding on Canva

Find a brand that compliments your church and culture while giving you a template to work with and be creative with.



Colors

involving the logo and other accent colors



Font

Choose a header and body font - consistency



Style

shapes, format, colors, themes

Tips for Navigating Branding



If you have light colors pick a dark color to use consistently and if you have dark colors pick a light color to use



Try to keep the same body font always. Also check to make sure you like it in all caps too. Find seasonal font for Christmas and Advent.



Less is more. Just a few stylistic items can carry your brand throughout all your content.



let's talk

**What would you like to see improve
in communications in the next year?**



Connecting with Our Neighbors

**Relationships,
Relationships,
Relationships,**

- Be seen in the community
- Serve in your community
- Prayer walks
- Have community events and encourage volunteers to SPEAK with their neighbors as we should.



Streaming

Platforms for livestreaming



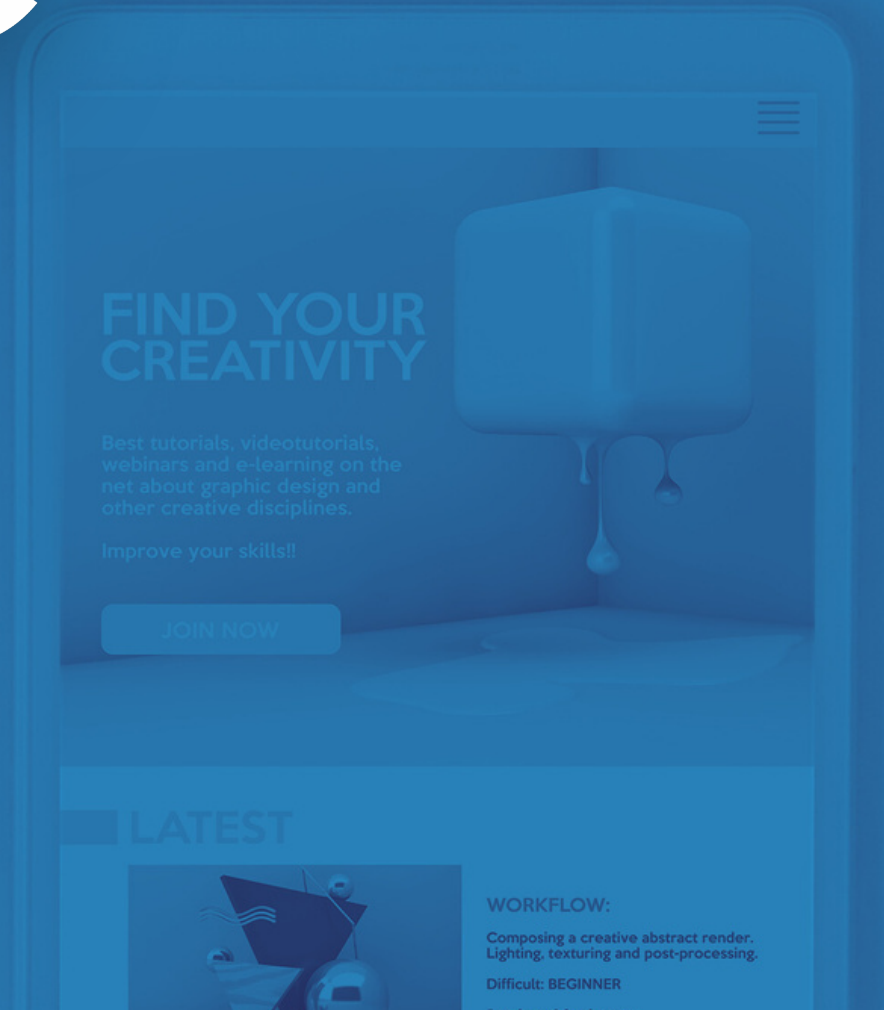
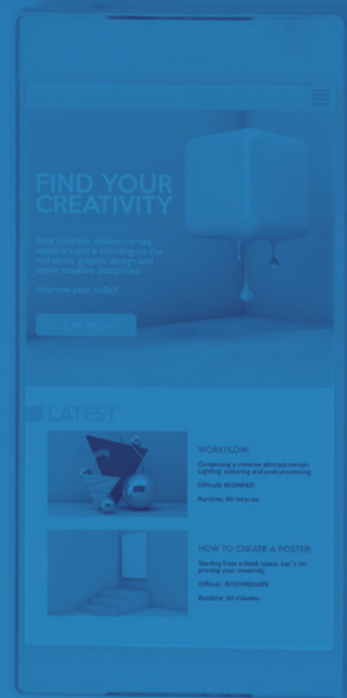
Live stream basics

- Webcam or camera
- Streaming software
- Microphone
- Laptop or smartphone
- Good internet connection

Is it worth it?

YES

Website



Front page

- an invitation to church
(include times)
- Mission Statment
- Photos (of YOUR church)
- Livestream link
- Sermons
- Events/Calendar
- location location location

1. Claim your local listings
2. Encourage reviews
3. Find the keywords people are using
4. Optimize your site with keywords
5. Embed a Google Map
6. Include your address —everywhere





let's talk

**What is unique about your
community/church?**

How

Volunteers, paid employees, or you get to do it

Don't put tech skills above ministry skills for a communication leader, and make sure ALL Communication is a team effort.

A top-down view of two students sitting at a table, focused on their homework. The student on the left is wearing a grey hoodie and has their hands clasped. The student on the right is wearing a grey hoodie with a logo and is using a white marker to draw on a sheet of paper. The table is covered with various papers, including one with a grid and another with a maze. Several white markers are scattered on the table. A pair of sunglasses and a small globe are also visible. The entire scene is overlaid with a semi-transparent blue filter.

Homework

Thank you!

Scan the QR for Presentation link

