

COMMUNICATIONS

building a foundation that helps your ministry grow



LCMS

Southeastern District

I want to be a

TECH 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 work

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

Why?

Mission

Vision

Mission

The foundation that
exemplifies who we are,
and what we stand for.



Vision

Where you hope to grow,
work toward, and serve.
This is not you YET.



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 altar. The altar area features a large stained-glass window with three panels, a cross, and a banner that reads "HE RISEN" and "HE SAID". To the left, a banner hangs with the Spanish text "Cristo Jesús es MI DIOS Y MI SEÑOR". The church has a high, vaulted ceiling with exposed wooden beams and several arched doorways. The overall atmosphere is quiet and solemn.

**Staying connected
with your members**

Communicating Well Through All Platforms



Website



Email



Social media

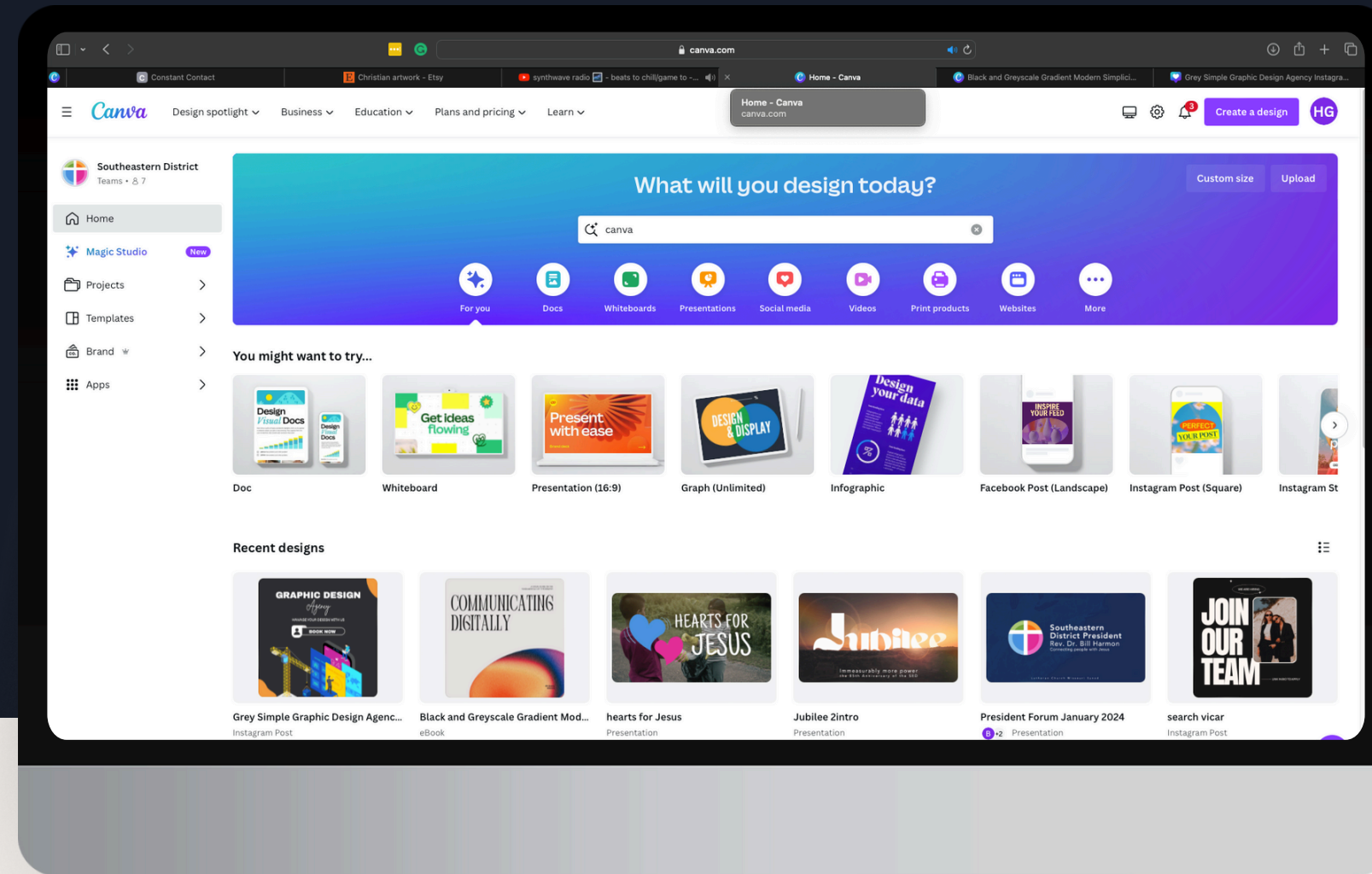


Print Products

Consistency is important!



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



Communicating DIGITALLY

Branding

Basics to visually communicate your church's identity

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 work

**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



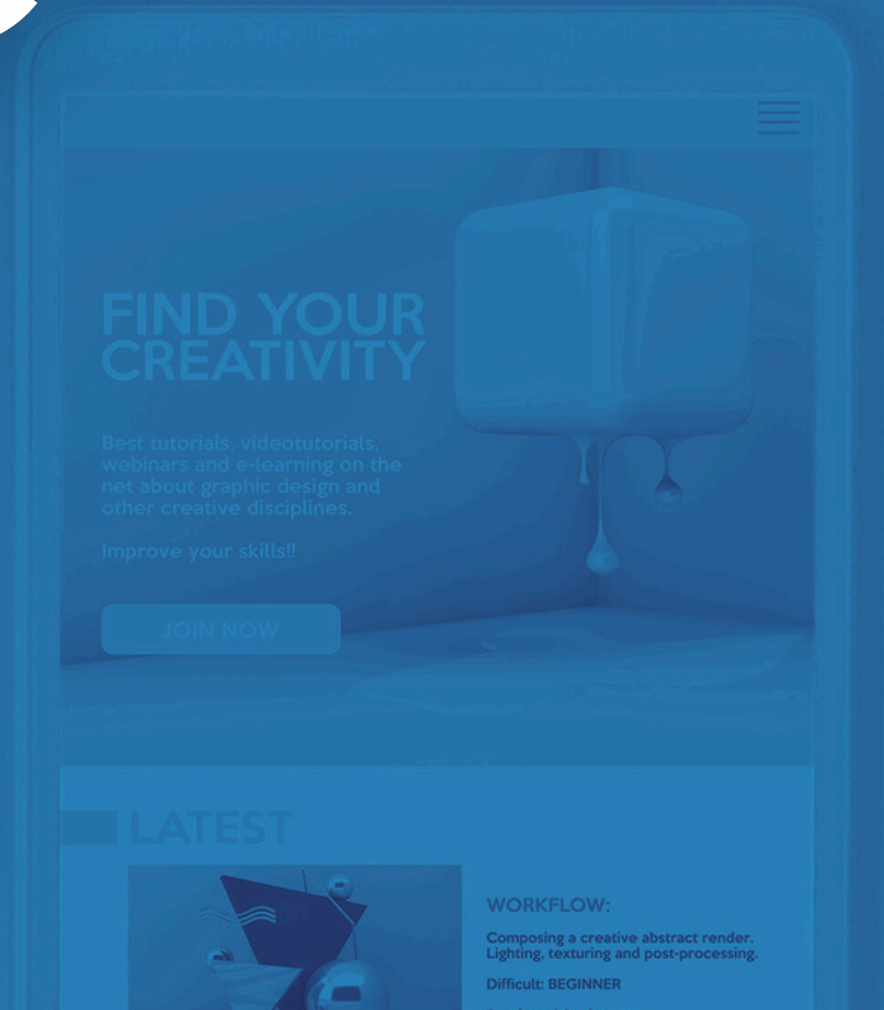
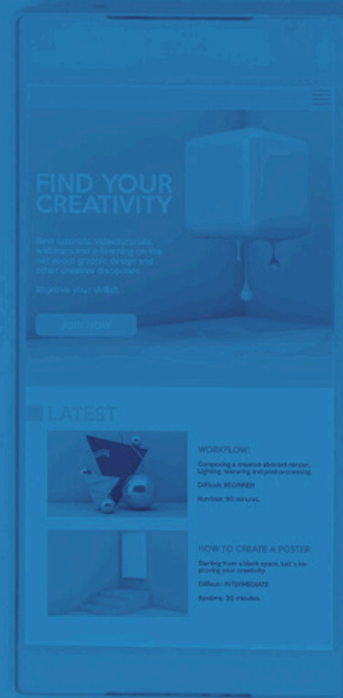
Live stream basics

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

Is it worth it?

YES

Website



Who are you?

Do some work
before you begin

- Modern vs. Relevancy
- Strive for authenticity and efficiency over a popular "style"
- Find websites you like... and ask yourself why.
- Lean on your "brand"

Front page

- An invitation to church (include times)
- Mission&Vision Statment
- Photos (of YOUR church)
- Livestream link
- Sermons
- Events/Calendar
- Contact
- Location location location

Other "tabs"

- Staff/Pastor
- give
- ministries & opportunities
- Community involvement**
- Belief Statement**

Who
we are

What
we do

Resources



Loving people one at a time

[Join Us For Church](#)

[Church News](#) →

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 work

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

How?

Volunteers, paid employees, or you get to do it

Communication is Ministry
Communication is a team effort.

Q&A



A photograph of two students sitting at a table, working on a project. The image is overlaid with a semi-transparent blue filter. 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 piece of paper. On the table, there are several sheets of paper, some with diagrams and text, a pair of sunglasses, a small globe, and a box of 'GEOX' color markers. The word 'Homework' is written in large white letters across the center of the image.

Homework

Thank you!

Scan the QR for Presentation link

