

**Strategic Communication Systems
Readiness Worksheet**
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Introduction: I often hear from churches or hear about churches interested in a church communication strategy. Sadly, many churches hear the word ‘strategy’ and think it’s a long, arduous task that will produce a workbook. The workbook will then rest on a bookshelf and collect dust. That’s not what I am about. I am about helping churches discover the strategy that produces measurable results in digestible bites.

Every church has a communication system. The system typically includes a website, a newsletter, a worship bulletin, ushers or greeters, a Yellow Pages advertisement, and maybe a brochure or two. The system becomes strategic when the parts efficiently work together. That efficiency leads to better stewardship of time and money. That efficiency also leads to better member-member and member-community relationships.

Where do you start? You start with how serious you are about communication. If you’re serious, please answer the following questions and return this form to me by e-mail to scott@svministry.com. At no charge or future obligation, I’ll give you an idea of realistic steps you can take toward creating a strategic communication system. If you know other churches that can benefit from this little exercise, feel free to pass this along to them.

Ready? (Expand this document as much as you need).

1. Tell me your most pressing strategic communication goal?

- A. Image. Change a bad one or simply kick-start a non-existent image.

- B. Targeting. Communicate the benefits of a specific ministry to the best possible community audience. (Children’s ministry, for example)

- C. Promotion. Communicating a new staff member, worship options, a building or renovation project, or a new ministry.

- D. An Internal Solution. Bringing function to dysfunctional internal communication, which might include everything from website to newsletter to greeter ministry to signs.

- E. Other:

2. Tell me who manages your current communication system?

- A. Full- or part-time staff with only a communication assignment.

B. Full- or part-time staff with multiple assignments, including communication. (Support staff or pastoral staff?)

C. A lay-driven Communication Team or Committee.

D. An outside consultant or company.

3. How many church members do you have? You define it. Typically, a member is defined as someone who is both participatory and financially supportive.

4. What's your total annual communication budget? Include everything that you define as communication.

5. What community do you live in? Tell me a little about it.

A. Urban

B. Suburban Town/City

C. Rural Town/City

D. Rural (Agricultural)

6. What's the average age of your church membership? What changes have you noticed?

7. What are the church ministry strengths? What ministries extend beyond your church walls?

8. Which of these do you use in communication?

A. Website (Please provide address)

B. Newsletter (How often is it delivered?)

C. Worship Bulletin

D. Greeter Ministry

E. Community Advertising (You pay for it)

F. Announcements (During worship)

G. Bulletin Boards

9. Is your church in pain? Over the past five years, has your church grown by more than 5 percent in total membership? Has it declined by more than 5 percent? Has church growth remained about the same?

10. What's the greatest distraction to your church's ministry? What keeps people from joining you? Another church? Community distractions? Your own identity?

(End) Return the completed document to: scott@svministry.com. You will receive an acknowledgement of receipt.