# GCI CHURCH HACKS

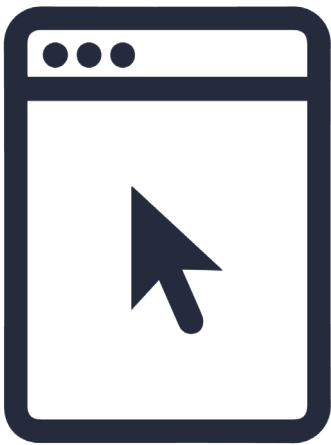## SETTING UP A CHURCH COMMUNICATION PLAN

### Fundamental Systems for Your Church's Communication Plan

## WEBSITE:

**Communication type: Information hub of church life.**

Key elements for your website:

» About Us: Information about your key values and church staff

» Plan Your Visit: Provides service times, location, and/or a link to your online service

» Contact Us: Allows guests to ask questions and gain more information

**Potential platforms: The GCI Home Office has developed a microsite template that is easy to customize. For more information, email support@gci.org.**

## INFORMATION TABLE:

**Welcome**

**Communication type: In-person connection point for guests and members.**

Essential elements of an information table:

» A friendly greeter, available to collect connection cards and answer any questions

» Gifts for guests (pens, mugs, notebook, etc.)

» Bulletins and connection cards

» Printed information about your congregation (check out our sample branded brochures)

» Printed information from GCI such as the monthly prayer guide, featured GCI Update articles, and information about upcoming events

**Potential placement: At the back of the sanctuary or in the lobby.**

## EMAIL LIST:

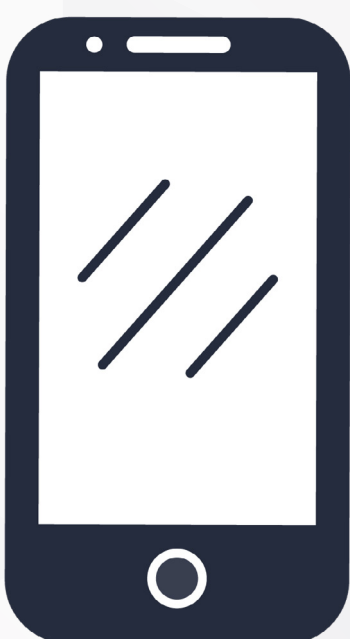**Communication type: Informative messages to communicate church news and updates.**

You can create separate lists for:

» Guests: Provide a series of emails that is a pathway to membership. For example, an email that introduces your staff, a follow-up with your core values, and an invitation to your next new member class.

» Members: Send out event updates, prayer requests, and church and denominational news.

» Ministry Avenue volunteer sub- groups: These lists promote coordination between team meetings and remind volunteers of their weekly responsibilities.

» Youth & Children's Ministry: Parents and youth subscribed to this list would be informed of youth-specific events and interesting/relevant articles or resources.

**Potential platforms: Sendinblue, Mailchimp, or Sender**

*It is important to provide subscribe and unsubscribe options, not only for legal reasons, but to avoid guest and member frustration. Using one of these free services allows you to provide that option.

## TEXT MESSAGES:

Communication type: More personalized messages to connect with guests and members. Text messages have the highest response rate of all communication types and are useful as follow-up/reminders for upcoming events.

» Welcome text for guests

» "Happy Birthday" text to members

» Event reminders & RSVPs

» Prayer Ministry: Members of this group could receive and respond to prayer requests.

**Potential platforms:**

**Free options:**

**Remind 101 – a free platform built for schools that is translatable to the church context**

**Flocknote – free for groups under 40**

**Paid platforms: Planning Center, Text in Church**