Local Church Communication Director
Role and Responsibilities

IAM: allegheny east
Your Role

- Sharing news with church members
- Representing your church in the community
Church Members

- Regular attendees
- Occasional
- Rarely Attend
- Shut-ins
- Inactive
Your Conference

- Sending Articles
  - community service projects
  - evangelistic meetings
  - community recognition
  - extraordinary members
- Sending Photos
- Sending Videos
- AEC Today events
Your Community

- Raise awareness of the Adventist Church
- Motivate people from your community to come to your church
Your Team

working together
Team Members

- Webmaster
- Audio/visual director
- Newsletter editor
- Photographer
- Members who are media/technology professionals
- *Pastor/Clerk
...connecting
“Now that you know what your role as Communication Director entails, and who you need on your team we’ll talke”

–Johnny Appleseed
Ways to Communicate in Your Church

Bulletin
Bulletin Board
Newsletter
Website
Social Media
Church Information Packets
Foyer Bulletin Board

- Conversation Piece
- Photo collages of church events/new members
- Flyers of upcoming events
Church Website

▷ Crucial
▷ Directions
▷ Times of services
▷ Activities available
▷ Latest news and events
▷ Free website: www.adventistchurchconnect.com
Website Evaluation

- Does site load quickly?
- Home page understandable?
- Logical navigation
- Contain info about your church?
- Content up-to-date?
- Contact info available?
- Meeting and worship times clearly posted?
- Complementary design?
- Evangelism component?
- Easy to read?
Social Media

- Create profiles for your church
- Find managers
- Younger members
- Like AEC’s FB page
Bulletin

- Enlist the help of proofreader
- Reevaluate the bulletin’s look regularly
- Be consistent in style
- Minimize fonts
- Be selective with cover image
Church Newsletter

- Paper/electronic
- Include AEC Communication Department on your list!
- Select an editor
- Determine how frequently
- Catchy title
- Simple, modern formats
- Include church contact
Printed Newsletter

- Mission trip experiences
- New members
- Community service participation
- Profiles
- Upcoming Events
- Departmental highlights
E-newsletter

- Can be sent more frequently
- Less information required
- Timely and relevant
- Money saver
- Link to your website
- Constant Contact and Mail Chimp
Church Information Packets

- *What’s a Seventh-day Adventist?* brochure
- *Steps to Christ*
- Flyers about upcoming events
- Information about Bible courses
- Note pad/Pen
- Church Magnet
- Comment Card w/contact info
...connecting