



COMMUNICATIONS CHARTER

Who we are, what we do the rock we stand upon, the code we work by.

WHY it matters:

Tie this to your church mission statement. How does your communications activity support or magnify the overall organizational mission?

WHEN we are successful:

Define the win. Describe specifically what it looks if you're successful with a small project or a giant one. Try to keep this to one or two sentences max.

We SERVE:

Set expectations for how you serve different audiences. Each group has different pain points. You don't want to write a strategy around things that make life easy for staff but cause confusion for your church or community. For the most effective strategy, work from the outside in.

1. **Our community;** what does the outcome of effective communications look like for your community? How do we serve them best?
2. **Our church;** what does the outcome of effective communications look like for your church members and attendees? How do we serve them best?
3. **Our staff;** what does the outcome of effective communications look like for your staff and key volunteer stakeholders? How do we serve them best?

HOW it happens:

- List five or so values you live by as you execute your communications as an organization. These are the rules of behavior everyone subscribes to, not just the communications "guy" or "department."
- You may be able to apply the same values you have for your church contextualized for communications activity or you may write new ones specific to communications best practices.
- Whatever direction you choose, keep it brief and practical. Think REAL, not just the 'right' answer.
- Avoid empty corporate buzzwords. Think about practical, human benefits of your values, not sophisticated vocabulary words that look good on paper but aren't activist in nature. Don't write your values around the work you do, write them around how the work you do makes people's life better.