

CAMPAIGN SUCCESS GUIDE'S

Communication Coordinator Handbook



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Congratulations!

WAY TO GO for signing up to be the Communication Coordinator. This is a big deal! Thanks for stepping up to serve. It takes a team to pull off a campaign and your work will be a blessing to your church.

First, have you read the CAMPAIGN SUCCESS GUIDE?

If you haven't read it, you need to do that before looking at this document. If you don't have that document, email your Pastor (or the person who provided you with this document).

The purpose of this handbook is to help you understand your role and responsibilities as the Communication Coordinator. If you need help, we encourage you to contact your Campaign Director.

Your Role as the Communication Coordinator

You are responsible for working with the pastor and the campaign leadership team to communicate with your church and community. This includes promoting the campaign, small groups, campaign related special events, and anything else that's important for your campaign.

Communication is important! Communicating the Good News with our lifestyle and words is central to being a follower of Jesus. Paul reminds us:

"How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? And how can anyone preach unless they are sent? As it is written: "How beautiful are the feet of those who bring good news!" (Romans 10:14-15 NIV).

Ultimately, the goal of any campaign is to draw people closer to Jesus; every effort is to move them to greater faith. Here are a few things to keep in mind as the Communication Coordinator:

Begin with an eternal perspective. When it comes to running a campaign, it feels like there are a million details. In fact, it may be more than a million! Don't lose sight of the big picture: connecting people to Jesus so they might live in faithful obedience. If your ministry becomes overwhelming,

remember the difference your efforts are making. If something “slips through the cracks,” that is okay—you aren’t in this alone. Not only do you have a team of people working together, more importantly, God is also working. He cares more about your church than you do—and he has unlimited power to work his will.

Make organization your priority. It’s no surprise that, in order to incorporate the various campaign messages from all your teams, you need to have your ducks in a row. Everything that needs to be communicated will flow through you: the prayer team, small groups, weekend service needs, serving opportunities, special events, etc. You will need to synthesize and integrate all of the messages so that you can communicate with your teams clearly.

Keep your communication clear, consistent, and creative. Did you ever have an English teacher tell you that it’s better to be clear than cute? That’s true. People need to understand your message—especially outsiders. If creativity is your highest value, your message may be memorable, but not necessarily understandable. Your top priority is to be clear. Your second priority is to be consistent, which means you need to be repetitive. You will need to share the same thing several times before it sinks in. Why? Because we live in a world of information overload. This brings us to your third priority: creativity. This is important because you want people to remember your message.

Action Plan

8 Weeks Prior to Campaign Launch

- 1. Review this entire handbook** and make notes before taking action.
- 2. Get the contact information for the campaign leadership team:** Campaign Director, Weekend Service Coordinator, Prayer Coordinator, and Small Groups Coordinator.
- 3. Gather ideas for your communication ministry.** What will your communication ministry look like? Since there is no “one way” to run a communications ministry, feel free to get creative. You could gather ideas on your own, but you might want to recruit a small team to help brainstorm ideas and implement them. Here are some questions you may need to answer:
 - What should we ask God to do in and through our church during this campaign?
 - What are some “God-sized” results we can trust him for?
 - What are all the different ways/channels/methods we could communicate with our church?
Here are some possible options:
 - Physical visuals (banners, signs, newsletters, etc.)
 - Digital visuals (video, slides, recorded testimonies, etc.)
 - Physical media (bulletin, bulletin inserts, mail, etc.)
 - Digital media (email, social media, etc.)
 - Live testimonies
 - Advertise on local radio, TV, or newspaper
- 4. Determine your system for being organized.** You’ll need to decide what works best for you, but we suggest that your system tracks three things:

Message: WHAT you are communicating (join a small group, sign up to HOST a group, join the prayer team, etc.).

Date: WHEN you will be communicating your message. Remember, you will need to repeat most of your communication.

Channels: WHERE you will be communicating your message (in a weekend service announcement, email, Facebook, bulletin insert, etc.).

Keep this information in a spreadsheet, so you can easily sort by message, date, or channel.

- 5. Connect with the campaign coordinators.** Let the coordinators know that you will be reaching out every week to (a) ask for communication requests, (b) share the latest communications calendar, and (c) get approval for communication pieces (as needed).

As the communication requests come in, add them to your spreadsheet/calendar and set a time to finalize the details.

6 Weeks Prior to Campaign Launch

- 1. Begin meeting weekly with your team.** Review your communication spreadsheet/calendar, assign responsibilities, review and finalize work.
- 2. Connect with the campaign coordinators.** Reach out and (a) ask for new communication requests, (b) share the latest communications calendar, and (c) get approval for communication pieces (as needed).

As the communication requests come in, add them to your spreadsheet/calendar and set a time to develop and produce the communication pieces.

If you create and schedule any new communication pieces, make sure they pass the three tests:

- Clarity Test: Will this message be easy to understand?
- Consistency Test: Will this message be shared regularly?
- Creativity Test: Will this message get their attention?

- 3. Consider communicating these messages:**

(a) Announce the theme and dates of the campaign to the church (this is best coming from the Pastor). Explain the basics of what a campaign is all about.

(b) Invite people to join or host a small group.

(c) Share ways people can get involved to help pull off the campaign.

- 4. Set up a “Communication Hub” for the campaign, where people can see and obtain materials or information before and after weekend services.** This offers a central location where questions can be answered, books can be distributed, and people can sign up to host or attend a small group.

4 Weeks Prior to Campaign Launch

- 1. Continue to meet weekly with your team.** Review your communication spreadsheet/calendar, assign responsibilities, review and finalize work.
- 2. Connect with the campaign coordinators.** Reach out and (a) ask for new communication requests, (b) share the latest communications calendar, and (c) get approval for communication pieces (as needed).

As the communication requests come in, add them to your spreadsheet/calendar and set a time to develop and produce the communication pieces.

If you create and schedule any new communication pieces, make sure they pass the three tests:

- Clarity Test: Will this message be easy to understand?
- Consistency Test: Will this message be shared regularly?
- Creativity Test: Will this message get their attention?

- 3. Consider communicating these messages:**

- (a) Invite people to join or host a small group.
- (b) Share ways people can get involved to help pull off the campaign.
- (c) Announce any campaign events that may be coming up.

2 Weeks Prior to Campaign Launch

- 1. Continue to meet weekly with your team.** Review your communication spreadsheet/calendar, assign responsibilities, review and finalize work.
- 2. Connect with the campaign coordinators.** Reach out and (a) ask for new communication requests, (b) share the latest communications calendar, and (c) get approval for communication pieces (as needed).

As the communication requests come in, add them to your spreadsheet/calendar and set a time to develop and produce the communication pieces.

If you create and schedule any new communication pieces, make sure they pass the three tests:

- Clarity Test: Will this message be easy to understand?
- Consistency Test: Will this message be shared regularly?
- Creativity Test: Will this message get their attention?

3. Consider communicating these messages:

- (a) Invite people to join or host a small group.
- (b) Share ways people can get involved to help pull off the campaign.
- (c) Announce any campaign events that may be coming up.

Campaign Launch Weekend

1. Continue to meet weekly with your team. Review your communication spreadsheet/calendar, assign responsibilities, review and finalize work.

2. Connect with the campaign coordinators. Reach out and (a) ask for new communication requests, (b) share the latest communications calendar, and (c) get approval for communication pieces (as needed).

As the communication requests come in, add them to your spreadsheet/calendar and set a time to develop and produce the communication pieces.

If you create and schedule any new communication pieces, make sure they pass the three tests:

- Clarity Test: Will this message be easy to understand?
- Consistency Test: Will this message be shared regularly?
- Creativity Test: Will this message get their attention?

3. Consider communicating these messages:

- (a) Invite people to join or host a small group.
- (b) Share ways people can get involved to help pull off the campaign.
- (c) Announce any campaign events that may be coming up.
- (d) Develop a way to gather “God stories” that happen during the campaign.

Every Week of the Campaign

1. Continue to meet weekly with your team. Review your communication spreadsheet/calendar, assign responsibilities, review and finalize work.

2. Connect with the campaign coordinators. Reach out and (a) ask for new communication requests, (b) share the latest communications calendar, and (c) get approval for communication pieces (as needed).

As the communication requests come in, add them to your spreadsheet/calendar and set a time to develop and produce the communication pieces.

If you create and schedule any new communication pieces, make sure they pass the three tests:

- Clarity Test: Will this message be easy to understand?
- Consistency Test: Will this message be shared regularly?
- Creativity Test: Will this message get their attention?

3. Consider communicating these messages:

- (a) Invite people to join or host a small group (stop after 3 weeks into the campaign).
- (b) Share ways people can get involved to help pull off the campaign.
- (c) Announce any campaign events that may be coming up.
- (d) Gather “God stories” that happen during the campaign.

4. Work with the Weekend Service Coordinator to promote the closing Celebration Service.

5. Work with the Pastor to discuss the Next Steps after the campaign. These include baptism, serving opportunities, giving campaign, etc.

Last Week of the Campaign

1. Continue to meet weekly with your team. Review your communication spreadsheet/calendar, assign responsibilities, review and finalize work.

2. Connect with the campaign coordinators. Reach out and (a) ask for new communication requests, (b) share the latest communications calendar, and (c) get approval for communication pieces (as needed).

As the communication requests come in, add them to your spreadsheet/calendar and set a time to develop and produce the communication pieces.

If you create and schedule any new communication pieces, make sure they pass the three tests:

- Clarity Test: Will this message be easy to understand?
- Consistency Test: Will this message be shared regularly?
- Creativity Test: Will this message get their attention?

3. Consider communicating these messages:

- (a) Share potential next steps for after the campaign.
- (b) Gather “God stories” that happen during the campaign.
- (c) Promote the celebration service.

After the Campaign

1. Write thank you notes. As our world becomes increasingly digital, a short handwritten note makes a great impact. Set aside time to thank everyone on the Communications Team. Enlist the help of others if your team is too big to manage on your own.

2. Finish strong by looking back. Take some time to evaluate the communications ministry. Do this on your own, but also consider sending out a survey to the communications team.

Your Campaign Communications Ministry Evaluation should include a list of (a) what worked, (b) what didn't work (but could be fixed), and (c) what didn't work (and can't be fixed).

Put together a Campaign Communications Ministry file and give it to your Campaign Director. This will help for your next Campaign! It should include:

- Communications Team Roster
- Communications Pieces—keep a copy of everything physical and digital
- Campaign Communications Ministry Evaluation

3. OPTIONAL:

We'd love your feedback!

If you have ideas on how we can make this handbook better (even if it's just a typo!), or if you had some creative ideas you'd like to share, please email campaigns@pastors.com.