



**The Be Known For Something Communication Process and Coaching is essential!** During the retainer, we customize content from this list ensuring sustainability/scalability as your church becomes known for something relevant & needed.

## Initial Meeting

Establishing where the church's communication is currently and understanding expectations so we can establish a structure to meet church goals.

### Audit/Assessments (Current/Expectations)

- Communication Overview - What's your Role?
- Ministries Survey
- Comm Team/Volunteer
- Leadership Management
- Communication Tools
- Communication Goals & Process
- Personal Goals and Alignment

## Communication Structure

The foundation of getting everything you're juggling completed in a timely and efficient manner. Every ministry can't have the loudest voice but a communication strategy allows them to be heard.

- Team Requirements and Expectations
- Centralized v Decentralized
- Writers v Designers v Videographers
- The Flavors of Creative People

### Communication Organization

- Communication Planning
- Communication Calendar
- Message Tiering
- Transactional Strategy
- Communication Request Process
- Branding Files Structure
- Image Gallery Structure
- Digital Assets Structure

## Church Branding

After your branding investment for a great thread that engages, let's ensure you're using it efficiently.

- Branding Style Guide
- Thread Framework
- CRITICAL: New Brand Launch
- Thread Integration
- Thread Glasses

## Mission/Vision/Values

Every church needs mission/vision/values to stay on track. But your thread must play well with them.

- What's the role of M/V/V?
- Thread v M/V/V
- Communicating them

## Internal Audience

Effective Communication engages/informs the congregation. A challenge in our noisy world with low attention-spans! Let's customize a solution.

- Ever-Changing Personas
- Internal Communication

### Online v In-Person services

- Differences and Requirements

### Relationship Funnel (Journey)

- Moving People to Decisions
- Guest Services

### Giving Moment

- Generosity is a choice

### Sermon Organization

- Keywords, Assets, Management

## External Audience

Effective Communication (re)connects with your community. A challenge in a world that doesn't understand why church is beneficial.

- Outreach Focus
- Content
- Tools/Channels

## BKFS Communication Process

Suggested Retainer Topics, *continued*

### Content

The heart of communication provides content that establishes a thread and engages an audience. If your content is broken, your church will decline.

Thread Narrative and Empathy Map  
Understanding Image Resolution  
Digital Requirements: Speed to Content  
Keyword Planning

### Channels

Understanding the highways for communication (limitations and requirements) so your church can use every one that makes sense for your team!

#### Print Hub v Digital Hub

#### Word-of-mouth Outreach/Promotion

Essential Tools Required

#### Advertising

Design and Content  
Digital v Direct Mail v Traditional

#### Social Media

Channels  
Attracting Followers  
Achieving Engagement  
Templates  
Posts  
Frequency  
Keywords and Hashtags

### Tools

The most effective workers understand their tools so the best work can be done. It's not about paying a lot or having the most tools; it's about buying the right ones and enjoying free tools that do the job!

Essentials v Freebies

#### Print Materials

Needs  
Reduction  
Suppliers

### Website

Content Management System  
Analytics (Google)  
Sitemap (Organization)  
Theme  
UI/UX  
Web Content  
SEO  
Functionality/Plug-ins  
Landing Pages  
Process

### Emails

Templates  
List Management  
Segmentation  
Frequency/Timing  
Content Development  
Proofing/Editing  
Campaigns

### App

Strategy  
Process  
Content

### Swag

### Signage

Internal  
External  
Suppliers

## Effective Retainers

To work efficiently, we establish expectations based on your schedule, leadership expectations, and what processes you need coaching on.

We look forward to an ongoing coaching relationship that allows you to be effective in your role, the church to be known for something relevant and needed, and ultimately more will hear about Jesus.

Retainers can be stopped with 30-day notice (after initial minimal contract). Retainer success is based upon responsiveness and initiative of client. Monthly retainer payments are not contingent on expectations or delivery.