



## Communication Strategies for Life Teams

Here's a saying that applies to life ministry, "**Doing ministry without communicating is like winking at a girl in the dark - you know what you're doing, but no one else does (including the girl)!**"

How true! The most fruitful Life Teams are the ones that communicate well. Here are some ideas to help your Team communicate. As you consider these ideas, always remember:

- Always, always, always tell the truth *in love*, even as Jesus communicates with you in the gospel.
- Submit potentially polarizing messages humbly to your church leadership for review and approval. When in doubt about when to do this, do it!
- Repetition is important. Be simple, yet repetitive with any one given message.
- Be comprehensive. For major initiatives and events, it helps if your Team works together to use *several* communication venues at the same time as part of a cohesive campaign. Just be sure to agree on and send a consistent and concise message across all the communication channels you use.

| IDEA  | DESCRIPTION & HOW TO DO IT   |
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| <i>Word-of-mouth<br/>(physical)</i>                           | This is the most relational and credible way to spread the word about your new Team and its activities. Everyone on the Team should “talk it up!”  |
| <i>Social media outlets<br/>(Facebook, Twitter,<br/>etc.)</i> | <p>Create a page/account for your Life Team. Include pictures, links and all kinds of other gospel-driven information. Point people to your Teams webpage on your church's website. Use it to announce events. Invite lots of friends to join. Be careful that the page reflects your gospel-driven worldview and does not degenerate into a flame-inducing venue. Assign a team member to maintain your social media outlets.</p> <p>You may also be interested in creating a private Facebook group just for members of your team. This may be an easy and effective way to communicate with and encourage each other.</p> |

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| <i>Existing physical bulletin board</i>                            | Reserve and use existing bulletin boards in the church whose content rotates. Let a creative Team member create the board (those with scrap-booking skills are usually good). The Team should agree on the general theme, but don't design the board as a Team. The design should be simple, uncluttered, and attractive. No R-rated abortion pictures! Calls to action, recaps of activities, general life-affirmation are good subjects.   |
| <i>New physical bulletin board</i>                                 | Ask church leaders for your own permanent Life Team bulletin board. Use it as a way to keep your congregation winsomely informed about who you are and how to get engaged/informed in the life arena. Let someone who's creative on your Team create the board (those with scrap-booking skills are usually good). The design should be simple, uncluttered, and attractive. No R-rated abortion pictures! Assign someone on the Team to maintain the board, too. Keep it fresh.   |
| <i>Personal (pulpit or lectern) announcement on Sunday morning</i> | Many churches give verbal, personal announcements on Sunday morning. The Team Leader should ask that person to make your announcement or offer to do it themselves. Craft it for them to make their job easy. Respect the time limits they place on the announcement. Do not expect to get this too often! Reserve your up-front announcement requests to your 2 or 3 prime ideas through the year.  |
| <i>Sunday School (SS) announcement</i>                             | Many SS classes have a time of announcements before they start. Some churches publish a list the regular SS leader reads, or each class allows a visitor to make an announcement. For the former, write and get approval for something to put on the written list. For the latter, ask Team members to announce in each respective class. Absolutely respect the time limits they place on the announcement. Do not expect to get this too often! Reserve your SS announcement requests to your 2 or 3 prime ideas through the year. |
| <i>Establish a regular column in Sunday publications</i>           | A 1 paragraph (or less) blurb in a hard-copy worship bulletin and the like. Ask gatekeeper in your church about availability and parameters (deadline, word count). Assign a Team member with writing gifts to write the column. Be succinct, compelling, gospel-driven, action-oriented, and detailed in each column with a way to find out more.   |
| <i>Write article for Sunday publications</i>                       | A 1 paragraph (or less) blurb in a hard-copy worship bulletin and the like. Ask gatekeeper in your church about availability and parameters (deadline, word count). Assign a Team member with writing gifts to write the column. Be succinct, compelling, gospel-driven, action-oriented, and detailed in each column with a way to find out more.   |

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| <i>Establish regular column in periodic church publications</i> | Most churches have some sort of hard-copy newsletter or publication that comes out monthly or quarterly. Ask for a permanent place to include updates about your Team and ministry. A one paragraph (or less) blurb in a worship bulletin and the like. Ask gatekeeper in your church about this and what the parameters are (deadline, word count). Assign a Team member with writing gifts to write the column. Submit it on time, be succinct and action-oriented, give bare details with a way to find out more.                          |
| <i>Write article for periodic church publications</i>           | Most churches have some sort of hard-copy newsletter or publication that comes out monthly or quarterly. These often have a “cover story” or “lead article” that’s several paragraphs and shines a spotlight on a ministry or event. Ask to be that article a few times a year - save article requests for bigger initiatives. Find out parameters (deadline, word count) and assign a Team member with writing gifts to write the column. Submit it on time, be succinct and action-oriented, give bare details with a way to find out more. |
| <i>Link or page on church’s website</i>                         | Ask to be a recognized church ministry and have a page/presence on your church’s website. Be sure and update your info monthly, at least! Assign someone on the Team to do this, even if they just need to get content updates to someone in the church to put up on the site.  |
| <i>Church calendar</i>  | Whether hard-copy or e-copy (website, etc.) make sure all your Team events get on the church’s calendar and event communiqués. Submit them as far in advance as possible. Often, churches publish a weekly calendar in their Sunday bulletins – make sure your events get on that, too.   |
| <i>Flyers</i>   | Create a flyer for Team members to personally hand out at exits to the church on Sunday morning. Get permission to do this, and make sure leadership approves your handout. Do this only 1 or 2 times a year for bigger campaigns (e.g. promoting a church-wide effort, like a Walk for Life).  |
| <i>Projected slide announcement on Sunday morning</i>           | Oftentimes, churches will project PowerPoint slide announcements that automatically rotate in the sanctuary before worship begins. Ask to put up a slide for your Team and upcoming opportunities. Keep the slide design very simple (no more than 15 words max), use one single strong image, let it be a call to action, and cite a way to get more info or respond.  |

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| <i>Church prayer agendas</i>                      | Churches have all kinds of prayer communities and lists. Find out what they are and get your Team's needs, life arena needs, and your initiatives on them.  |
| <i>Announcements to groups in church</i>          | There are all kinds of groups in churches: men, women, youth, deacons, elders, mercy, outreach, evangelism, missions, etc.. Find out how you can make a personal announcement to these different groups about who you are as a Team and/or some upcoming initiatives you are having that they can help you with, benefit from, and/or participate in. |
| <i>Permanent Life Team display or table/booth</i> | This is an information beachhead in your church. Get permission from church/facilities before you order. Assign Team member to maintain display. Never display bloody or highly polarizing pictures - this display represents your Team!  |
| <i>Temporary display or table</i>                 | Churches often have a place/table different ministries can reserve temporarily to inform/sign up people for events. Reserve it! Make your presence there attractive, inviting and winsome. Be creative and focused in your use of this opportunity – don't try and do too much at your table.   |
| <i>Printed church publications</i>                | Churches send out a wide variety of printed publications on a regular basis (e.g. newsletters, updates, prayer lists, etc.). Find out what they are and become a regular presence in all of them!   |
| <i>E-publications</i>                             | Churches send out a wide variety of electronic publications on a regular basis (e.g. e-newsletters, e-updates, e-prayer updates, etc.). Find out what they are and become a regular presence in all of them!  |
| <i>Bulletin insert for Sunday morning</i>         | If you get the approval, your insert should be professionally printed, focused, gospel-driven, and concise. Do not do too much with one insert. Have a clear call to action and a way for people to get more info.  |
| <i>Team Blog</i>                                  | Visit various blogging engines, or use your church's website to create a blog. If you do this, a person from the Team must be responsible to keep it "live," sift comments, and so on. Do not launch a blog until you have a committed blog maintainer. Be sure your blog does not degenerate into a political, inflammatory, anger-fueling venue.    |