

# 7 Effective Communication Tips for [Your Church Name] Teams

## Whenever possible, tell stories



People respond better to personal stories than to informational stories. Try to include true stories of persons who have been touched by your team's ministry. Testimonials from a team member are powerful, as are stories that describe particular persons who have benefitted from your ministry.

Try using this technique: start your article with a story of a past event, then go on to give the details about an upcoming event. Be sure to include the contact info for those who wish to sign up or learn more.

## A good photo is essential



Great, fun photos of your events help to show persons what happened at a particular event and entice people to take part in future events. Although the staff and volunteer photographers try to take pictures of many events, it's not possible for us to do so at every one of them.

Please...take digital photos of any event you can, and send them to [name] (email) afterwards. Remember the CAMP acronym to get great publicity photos:

- **C**lose: Get close to your subject
- **A**ction: Take in shots rather than posed photos
- **M**ultiple: Shoot multiple photos, especially during group shots
- **P**ivot: Turn your camera and take vertical as well as horizontal photos

An important note: just because you find an image online does not mean you have permission to use it. Please confirm copyrights before sending us images.

## Put the critical information up front

When event times, dates, locations, and contact persons are buried in an article's paragraphs, they are difficult for people to find and they stand out less for the reader. Pull these out and put them at the start of your article or at a logical point in your article (e.g. near the end, if you use the story-based approach described above.)



- Event name
- Event date(s), including day of the week
- Event time
- Event location or room number
- Contact person, including phone and/or email address
- Important special details, such as any cost or things to bring

## Avoid insider language



Write your articles for the newcomer, the “unchurched” person, and the [church name] “regular” who doesn’t know everything or everyone.

Examples of words and acronyms that may mean little to many people:

Narthex • CFUM • GNEA • Rotation • S.S. • 1 Cor. 8:2,6-8 • prayer chain • Circle • Media Resource Center • apportionments • tithe • columbaria • Book of Discipline • UMCOR • Kingdomtide • liturgy • Safe Sanctuaries • sacrament

## Plan ahead



Make publicity an integral part of your event planning as far ahead as possible. Consider...

- Who will write articles for the bulletin, newsletter, weekly emails, etc. before and after your event?
- Who will take photos?
- What other publicity would be useful, such as posters, press releases, and facebook updates?
- Publication deadlines (Wed. at noon for bulletin; Fri. at 10 AM for weekly email; newsletter deadlines—see page 3 of the newsletter.)

## Be your own editor



Before submitting your articles, please read and re-read them (or have another person do so) for clarity, spelling, and accuracy. Please remember...

- The office greatly appreciates actual articles, not attachments with a message like, “Please pull a paragraph or two out of this for the newsletter.”
- Show hospitality! Do your articles sound friendly? Do they make clear—in an invitational manner—who can and should participate?
- Website addresses are fine, but long, complicated addresses should preferably be shortened using a free service such as [www.tinyurl.com](http://www.tinyurl.com).

## Don't neglect social media



Facebook and Twitter are great platforms for getting out your message! Please encourage everyone in your team, cluster, class, or group to use their favorite social media websites.

If you're a friend of our Facebook page, you can either post a brief invitation on our wall or send your request to both [name] (email) for posting. He will be sure to take care of it as soon as possible.