

FLOWER MOUND

United Methodist Church

Following Christ,
Growing in Faith
Sharing God's Love & Grace
with All

TIER 1 **ALL-CHURCH** **+80% ENGAGEMENT**

Tier 1 is designed to engage the entire community of both the internal and external audiences. These ministries align directly with the church's M,V,V. They might relate to a season of the church year, in order to achieve the fullest value of mission in the church.

TIER 2 **TARGETED SUBSET**

Tier 2 is designed for programming opportunities for a smaller, but significant, subset of the congregation that directly supports the church's mission and vision (not relevant for everyone). The most effective communication is through ministry specific channels, managed by the program leaders.

TIER 3 **OPEN TO ALL, BUT LIMITED SPACE** **OR NOT ALIGNED WITH MISSION**

Tier 3 is designed for opportunities relevant to a broad audience, but don't align with the mission and vision of the church; or opportunities targeted to a very small subset of the congregation; or outside / partner ministries that provide internal opportunities to engage in discipleship that's aligned with the mission and

EXAMPLE COMMUNICATION CHANNELS:

TIER 1

- COMM. STRATEGY TEAM
- BULLETIN SHELL GRAPHIC
- CONNECTION CARD
- WEBSITE PROMOTION
- WEEKLY E-NEWS(EMAIL MARKETING)
- DIGITAL SIGNAGE (INTERIOR)
- EXTERNAL SIGNAGE
- GRAPHICS PACKAGE PREPARED FOR CHURCH CHANNELS
- IN-WORSHIP COMMUNICATION (VIDEOS & TESTIMONIES, SCREENS)
- PRINT DESIGN (FLYERS, POSTERS)
- SOCIAL MEDIA POSTS
(MAY INCLUDE SPONSORED POSTS)

TIER 2

- DIGITAL SIGNAGE (INTERIOR)
- CONNECTION CARDS
- EMAIL MARKETING (WEEKLY E-NEWS)
- GRAPHICS PACKAGE PREPARED FOR CHURCH CHANNELS
- IN-WORSHIP COMMUNICATION
- PRINT DESIGN (FLYERS, POSTERS, ETC.)
- LEADER CONSULTATION
- SOCIAL MEDIA POSTS
- CONSTANT CONTACT EMAILS

TIER 3

- OFFER LEADERS IDEAS FOR BEST PRACTICES TO SUPPORT THEIR MINISTRIES
- CONSTANT CONTACT EMAILS
- FACEBOOK
- INDIVIDUAL ASKS (TO SPECIFIC PEOPLE OR GROUPS)

IDEAS FOR EFFECTIVE COMMUNICATION:

TIER 1 communications are most effective when communicated with intentional strategy toward both internal and external audiences. For example: strategy developed in partnership with key leaders.

TIER 2 communications are most effective when communicated through ministry-specific channels. For example: ministry-specific emails managed by program leaders.

TIER 3 communications are most effective when done on a more personal, invitational level. For example: creating a facebook group or event and sending invites through social media, an in-person invitation, a personal phone call, or a hand-written letter.

FMUMC KNOWN COMMUNICATIONS CHANNELS:

ONLINE/DIGITAL

WEBSITE

- Welcome video on home page
- Announcement image on home page
- Online sermon audio
- Discipleship Groups
- Calendar
- Upcoming Events
- Announcements Slide

EMAILS

- Weekly E-News (Constant Contact groups)
- All-church Announcement Emails

SOCIAL MEDIA

- Facebook (event on public page)
- Facebook (closed group & sub-groups)
- Youtube (not used regularly)
- Vimeo

IN WORSHIP

- Video Announcements
- Videos
- ProPresenter Slides
- Sermon Graphics
- Announcement Slides / Loop

HALLWAYS / NARTHEX

- Announcement Slides / Loop
- Announcement TVs

PRINT

IN WORSHIP

- Bulletin Shell
- Bulletin Insert w/ Connection Card
- Announcement Flyers
- Ministry Brochures at Welcome Desk / Hospitality Desk
- First-time guest communications

CHURCH OFFICE

- Ministry Info One-Sheets
- Sign-Up Sheets
- Staff Nametags
- First-time Guest Followup Letters
- Second-time Guest Followup Letters

NARTHEX

- Nametags
- Event Tables
- New Banners
-

OUTSIDE

- Street Banner
- Signs

OTHER

YOUTH

- Weekly newsletter
- Facebook Group
- Instagram
- Texting Services

GROUPS

- Discipleship Group Leaders
- Sonshine Kid's Preschool Parents & Teachers
- Children's Ministry
- Music Leaders
- Mission Team Leaders
- Evangelism Team Leaders (Ushers, Greeters, Media, Coffee & Do-nuts Area)

COMMUNICATIONS TIMELINE PROCESS

