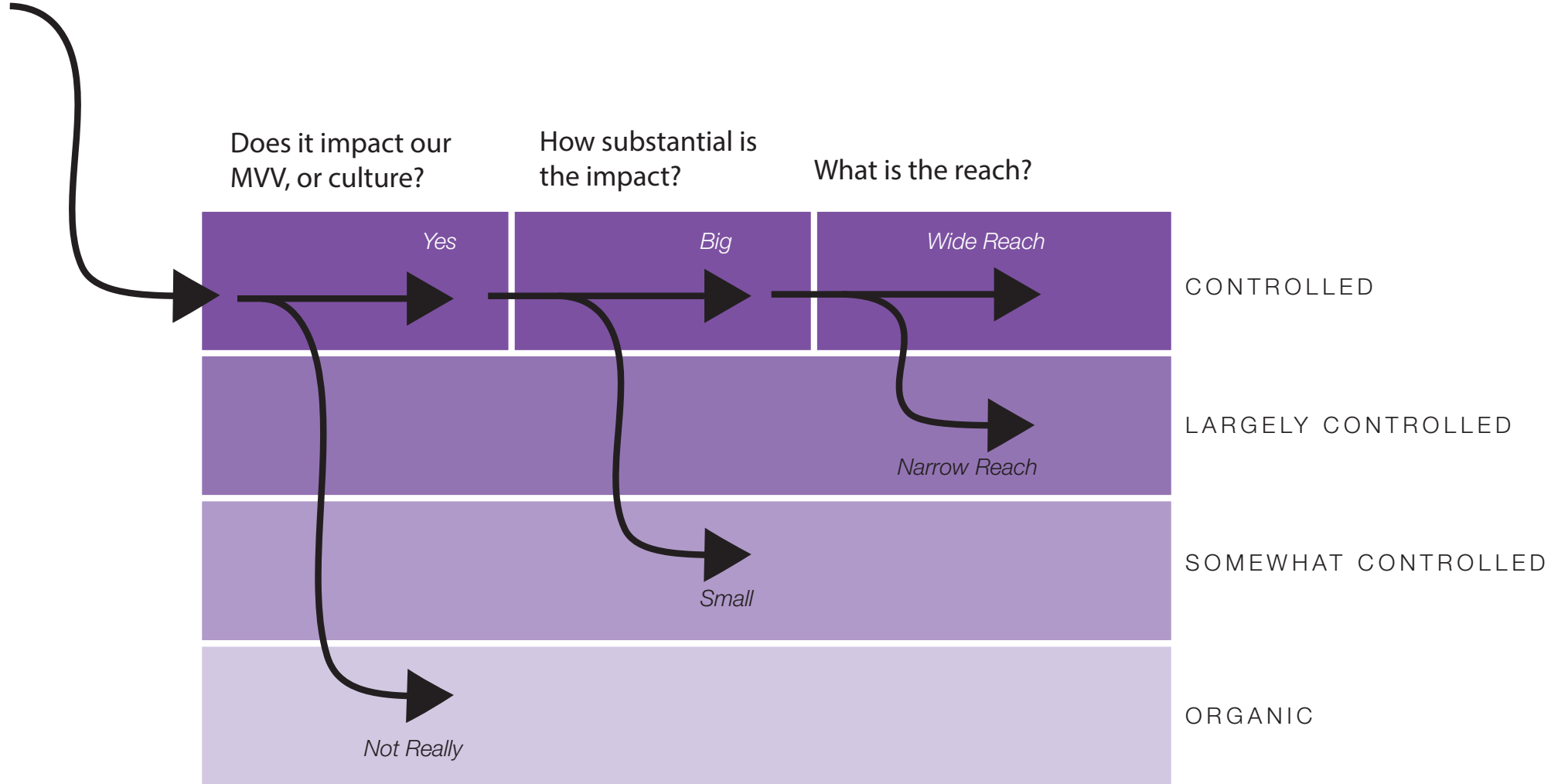


STORY

Goals and objectives

Key Messages

Time Frame



Controlled vs Organic Message

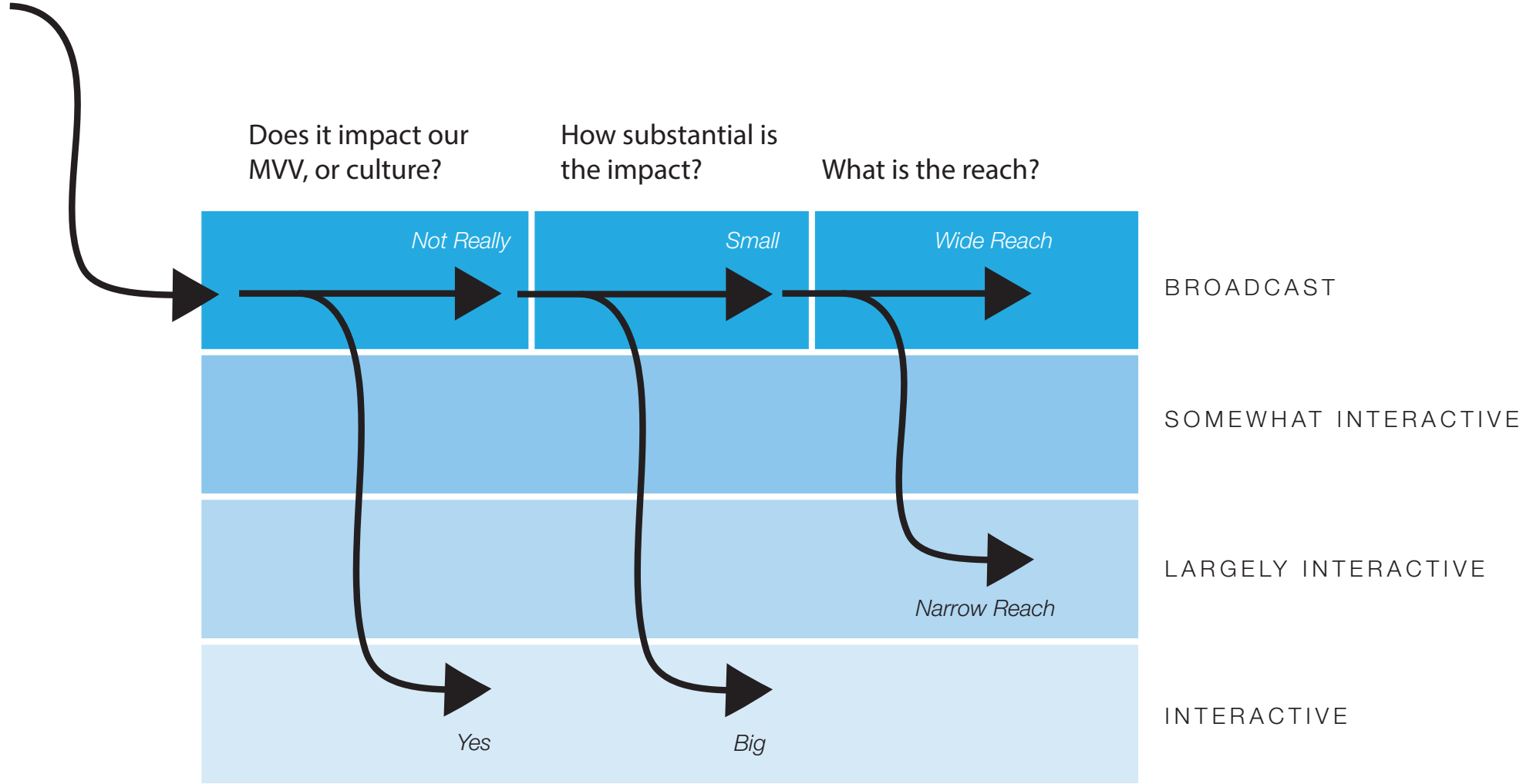
This helps you figure out how much control you should maintain on the message, which will in turn determine to what degree you can delegate the communication

STORY

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Broadcast vs interactive channels

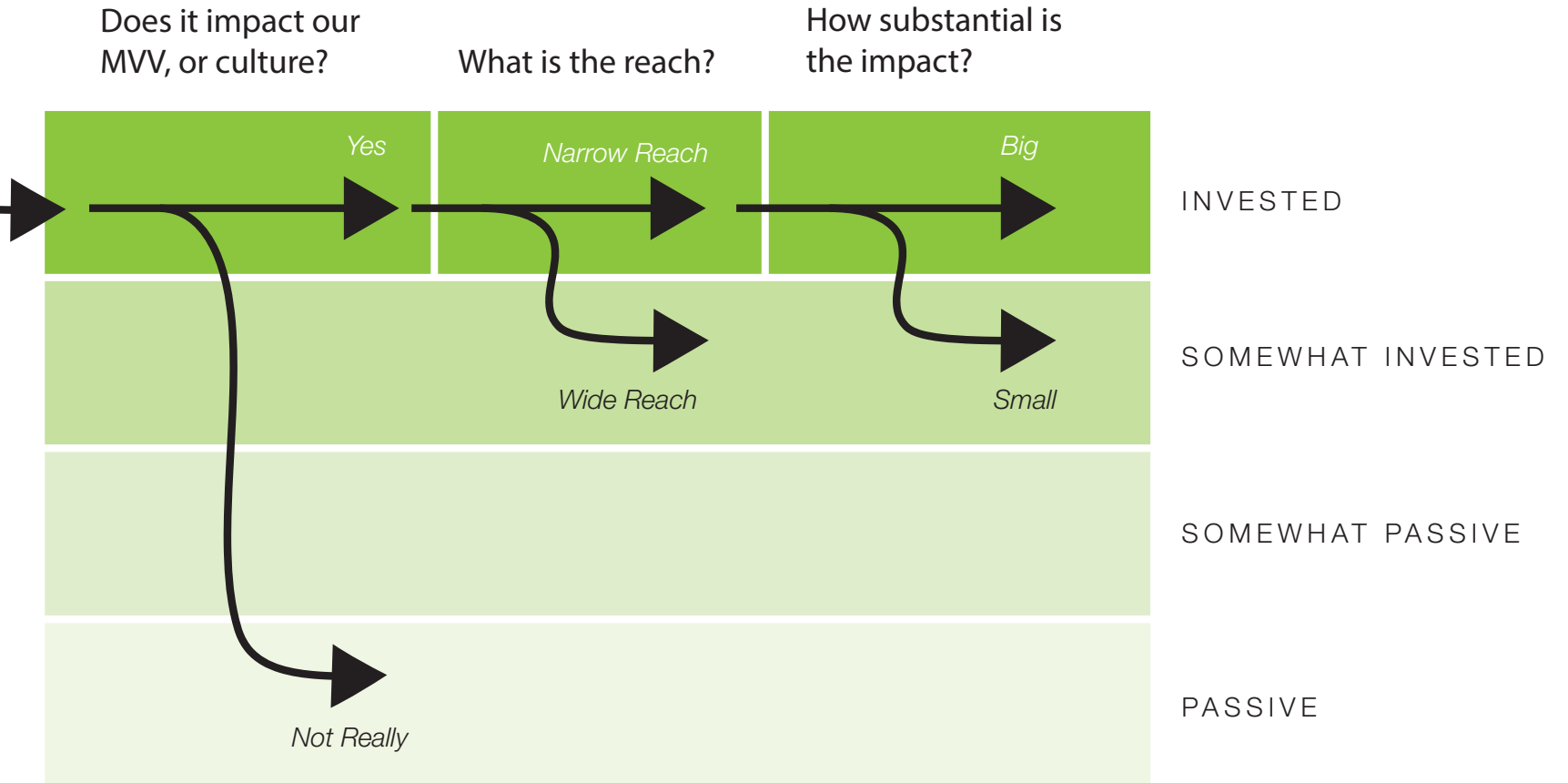
This decision is about weighing up how interactive the messaging needs to be. Is it information or is it consultation?

STORY

Goals and objectives

Key Messages

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Invested vs Passive Audience

This helps you figure out how engaged you need your audience to be. You may find your people engage with what is said more at church than through email, so highly invested messages should be given at church.