

## Leadership Communications

These are communications that are designed provide leadership and guidance to our church. They are big picture, broad messages. Because of the nature of these comms, they should come from the leader of each specific ministry.

### Affected Ministries Overview

Purpose	To provide leadership to the church To provide a single source of ministries affected by Covid 19 bans
Aims and Objectives	To inform people of what has and hasn't been affected
Audience	Everyone in our congregation
Channels	Newsletter Facebook campus group

### Kids Ministries

Purpose	Provide leadership in the Kids Space Let people know how various kids ministries have been affected
Aims and Objectives	Inform people of what's been affected Encourage families to start/continue discipling their kids
Audience	Kids Ministry Leaders Parents of Kids Ministry participants
Channels	Facebook campus group Facebook Kids page Newsletter

### Youth Ministries

Purpose	Provide leadership in the youth space Let people know how various youth ministries have been affected
Aims and Objectives	Inform people of what's been affected Encourage families to start/continue discipling their youth, and get involved with their youth groups
Audience	Youth Ministry Leaders Participants and Parents of youth Ministry participants
Channels	Facebook campus group Facebook youth page Instagram youth account Newsletter

### Grow Ministries

Purpose	Provide leadership in the grow space Let people know how various grow ministries have been affected
Aims and Objectives	Inform people of what's been affected Encourage people to be in community with their people Encourage growth groups to be outward looking To educate and encourage growth groups how to operate in this landscape To solidify the Growth Group Coach/Leader roles in
Audience	Growth Group Coaches Growth Group Leaders Everyone in our congregation
Channels	Facebook campus group Newsletter Direct Email Phone calls

## Information Communications

These are messages that are about specific ministries, events, or issues that need to be addressed, and largely perform an information role. They can be put out by a general person such as the communications manager.

### Launch Living Church Online

Purpose	Let people know where to find the resources for online church
Aims and Objectives	To inform people that we have gone online To invite people to join us online/use our resources To inform people on how to access Living Church Online To encourage community around the online space
Audience	Everyone in our congregation PCQ Network
Channels	Facebook campus group Newsletter Facebook external page Instagram Twitter Denomination
Who	Communications Manager

### Easter cancellation

Purpose	Let people know Easter services are suspended
Aims and Objectives	To inform people that easter services are off To help them find alternative community and our online services To encourage our people to find alternatives to engage their friends with Easter
Audience	Everyone in our congregation Those on the fringe who may only come at Easter Our public audience
Channels	Facebook campus group Newsletter Facebook external page Instagram Twitter Website
Who	Communications Manager

### Ministry Dinner cancellation

Purpose	Let people know Ministry Dinner is suspended
Aims and Objectives	To inform people that ministry dinner is off To encourage our people to find alternatives to engage with ministry dinner material
Audience	Everyone in our congregation
Channels	Facebook campus group Newsletter
Who	Communications Manager

### Facility use and cleaning

Purpose	To ensure people using the facility are aware of expectations
Aims and Objectives	To clearly outline cleaning and pack down requirements and expectations involved with using the ministry centre during this time
Audience	Leaders of the groups and ministries that use our ministry centre
Channels	Direct Email Onsite signs
Who	Connect Grow Serve Leadership

## Encouragement Messaging

These are designed to provide encouragement and guidance from leadership ongoing. Because we don't know how long this issue will go on for, it's important to keep encouraging our people, and the importance of this type of messaging will increase the longer this issue goes on.

### Acts Reboot

Purpose	To inspire our people to be a community while we are dispersed
Aims and Objectives	To collate and share pictures of our people being the church in their own spaces To encourage our people and build morale To build a sense of connectedness
Audience	Everyone in our congregation
Channels	Newsletter Facebook campus group Instagram Facebook External group