

ALL SAINTS CHURCH STRATEGIC PLANNING
COMMUNICATIONS OVERVIEW DRAFT (11.18.19)

“And let us consider how to stir up one another to love and good works.” - Hebrew 10:24

Therefore encourage one another and build one another up, just as you are doing. -1 Thessalonians 5:11

Overview

To date, the communications department at All Saints has been driven primarily by the church’s current events and liturgical priorities through mostly traditional communications designed to reach those of widely different ages, levels of engagement and abilities to consume information. There has been increasing demand to improve the transparency of all church activities, including the impact of investments, as well as a desire to celebrate the news of God’s transforming love and Christ’s work among us.

In the next five years, the communications department will expand beyond communicating about events and happenings at the church to create a deeper sense of belonging, inspire more involvement among those within our parish, and attract new people from the outside. With a steady stream of stories through a variety of current, effective media channels, the communications department will create a much needed “face” for All Saints and help to tangibly show its vision, strengths and opportunities for connection under the broad umbrella of God’s love for us.

Audiences/Five-Year Goals

Internal: Those who are attending All Saints.

- Increase parishioners awareness of All Saints mission and vision so they feel included, informed and abreast of not only the parish’s day-to-day activities, but also its mission, vision, and long-term plans.
- Increase parishioners’ feeling of security and confidence about how the church is being managed so they are inspired to give financially.
- Deepen parishioners sense of belonging and connection to their parish community so they are led to become more involved.

External: Those who are not yet members who live in the surrounding community.

- Raise the church’s profile and expand awareness, interest, and attendance among the surrounding community.

Internal and External: Both of the above.

- Broaden our reach by using a full complement of new and traditional communications vehicles including web and social media platforms.

Core Initiatives

Internal: Those who are attending All Saints.

- Conduct parish-wide communications survey to Identify and assess best vehicles to communicate to and reach all audiences, internal and external.
- Continue rebranding *Gather, Grow, & Go* through a unified suite of materials across all parish communications vehicles and messaging to improve consistency, understandability, and vibrancy of communications.
- Develop a comprehensive “story corps” of stories, videos and images of parish experiences and its members that would be communicated across multiple media, including – and especially – on our website, through social media, and via a regular online Parish newsletter or other electronic platform(s). Better educate the Parish about where to go to see, read, and experience these stories and images.

- Elevate Father Ed's "voice" to the parish through a regular online platform to amplify his spiritual leadership and reinforce his day-to-day management of the parish and his connection to his parishioners.
- Coordinate and support the Vestry and finance team in communicating financial information to the parish. Create and institutionalize regular updates and profiles of success stories to develop interest in and support HOW money is being spend and the successes of various ministry efforts.

External: Those who are not yet members who live in the surrounding community

- Replace ALL old church signs and banners currently around the property with new, updated signs, and add a prominent sign on Grafton Street (where there is none) in order to be more current, to truly welcome members of the community, and to make us better known within it.
- Conduct targeted community mailings (such as at Christmas, Easter, and in the Fall) and reach out to local publications (budget permitting) and neighborhood list-servs to advertise community- and seeker-friendly events, fellowship, educational and volunteer opportunities at the church.
- Continue to work with staff and Vestry on making effective information available to visitors and newcomers to the church.

High-level budget needs

- In 2020, shift five hours per week of liturgical/worship from Communications Manager to a newly-created Worship Admin Assistant position (under Gather) to free up Manager to work on planning and financial "transparency" and celebrating our people and stories, above.
- Over 5 years, beginning in 2020, replace or update every old external sign and banner around the church and add a prominent sign on Grafton Street, making our church more visible within the community. (In 2020, order and replace metal Episcopal church sign, adding one on Grafton Street, and begin to research other options for banners and larger signs, installing them during the 2021 – 2023 budget years.)
- Honorarium/stipend for researching, writing, and editing regular parish stories and recapping important events in the life of the parish. (Est. 5 -8 hours per week, possibly Peggy Eastman, current poet-in-residence, working with Communications Manager.)
- Consider another 4 – 12 hours per week beginning in 2021 to continue to enhance the website and regularly update (several times a week) the website and social media.
- Graphics and design training for both Communications Manager & Assistant.
- Website design training for Communications Team/IT Administrator.
- Continue to look for ways to save money on regular communications and judge where communications funds might most effectively be spent (e.g., printing some regular weekly liturgical documents in black & white to free up money for other initiatives.)

Measurable Objectives

Internal

- Creation of new forum for telling parish "stories" (e.g. online newsletter).
- Increase in re-tweets, social media shares, and likes of parish-generated communications.
- Fewer complaints about the lack of information.

External

- Increase in new pew/visitor cards submitted.
- Increase in inquiries to the church and on the web site for general information.
- New building signage.