

## STRATEGIC PLANNING PRIORITY: Improve Communications and Transparency

*"And let us consider how to stir up one another to love and good works." Hebrews 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.**

### Five-Year Goals

#### **Internal Audiences (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 ownership, belonging, and connection** to their parish community so they are led to become more involved.

#### **External Audiences (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 Audiences**

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

## Core Initiatives

### Internal

- **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 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

- **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.

## Bottom Line – and things to come!

- Better and more transparent parish communications.
- Integrated communications across different types of media.
- Creation of new forum for telling parish “stories” (e.g. online newsletter, etc.)
- Continued evolution of Parish website from “static” to “active” information.
- Increase in social media presence – both before and after events.
- New building signage.