



COMMUNICATIONS PLAN

revised February 2021

WHY DO WE EXIST?

To honor and glorify God by obeying Jesus' command to make disciples of all people.

WHAT IS OUR MISSION?

We engage and encourage all to know Jesus and follow him.

Why a Communications Plan?

The purpose of a communication plan is to help establish consistency in the way we as Peace Church communicate, standardize the marketing of events, and create opportunities for you to represent our church, our leaders, our congregation, and ultimately, Christ.

Remember these Best Communications Practices:

- **Be brief.** No one wants to read multiple paragraphs of information that could have been said in one sentence.
- **Be accurate.** Make sure the facts are correct, double check names, numbers, dates, emails, times, and spelling.
- **Be conversational.** When communicating, use language you would use with a friend!
- **Be specific.** Remember who your target audience is and speak to them!
- **Always offer a next step.** How do they register? Where do they go for more information?
- **Do you know the answer to their question?** Or should you forward their question to another Staff member? Always be sure when answering questions, even if that means you pass along the question.
- **Consistency is key!** If you've said it once, say it again the same way.

Questions to ask when communicating:

1. Is this accurate and concise?
2. Who is the target audience?
3. Are the details of who, what, when, where, and why included?
4. Are the words spelled correctly?
5. What meaning are you providing?
6. How are you communicating community?

Answer these questions each time you publish or communicate within Peace Church.

Proofreading and Grammar: Use these tips to be your own proofreader:

Apostrophe – use for contractions (*Example: “We’re, Can’t, They’re*), and for possessive (*Example: “Kevin’s, Dave’s, etc.*). Avoid using apostrophes in plurals (*Example: CDs, URLs*)

Capitalization – Avoid all caps, except for emphasis. It gives the impression of YELLING. Capitalize pronouns when referencing God (*Examples: God, Father, Holy Spirit, He, Him*).

Commas – Use a comma before any coordinating conjunction (and, but, for, or, nor, so, yet) that links two independent clauses.

Example: I read this guide, and now I am awesome. In a list of three or more, there should be a comma before and/or.

Example: The cafe serves coffee, breakfast, and lunch.

Exclamations – Use sparingly!!!!

Hyphens – Do not hyphenate words at line breaks.

Numbers – Spell out numbers one through nine, and use numerals for 10 and above.

Periods – One space after periods and at the end of sentences. Omit periods in incomplete sentences.

Titles – Use courtesy titles. (*Example: Pastor Michael, Pastor Jason...*)

Punctuation in Quotes – The period and comma always go inside the quotation marks. The dash, the semicolon, the question mark, and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Example: Bob snorted and said, “I don’t believe in zombies” - right before thirty of them emerged from the tunnel.

Sentences – Choose active versus passive voice. The subject should perform the action rather than an action being acted upon by the subject.

Example: “The staff is encouraged to read the Bible every day,” (active) NOT, “The Bible will be read by the staff every day” (passive).

Email – Lowercase email address in sentences. Formatting: info@peacechurch.org

Times – Write times consistently. Use am/pm lowercase without periods. No minutes for on the hour times (*Example: 4:30pm, 7pm, 8:15am*).

Names of God – Capitalize names of God, and pronouns used (He, Him, His).

Church – Only capitalize “church” when it refers to the universal Church, not the local church. The exception to this is when used in a specific local church name (Peace Church).

Communication Channels

- Email
 - Newsletter
 - Mass Email (specific to one event)
 - Member Only
- Social Media Posting/Event (*Facebook, Instagram*)
- Video Announcement
- Pre-Service Slide
- Poster(s) in the Lobby
- Event Guide/Booklet
- Flyer Handouts
- Roadside Banner
- Website
 - Featured Event
 - Calendar of Events
 - Ministry Pages

Social Media at Peace

Social Media is a platform in which we use to communicate upcoming events, news, ministry happenings, scriptures, worship opportunities, community engagement, and more.

Peace Lutheran Church can be found on Facebook, YouTube, and Instagram by searching **PeaceChurchDFW**.

Events at Peace

Events are vital to the ministry and mission of Peace Lutheran Church. It is through these events that we are able to further the mission and grow as a family of God. As you plan events, remember the following:

Event Request

In order to effectively promote events, you must complete an Event Request form through Google Forms. This form is designed to help you think through the details of your event and give the communications department all the necessary information needed to properly promote it.

Here is the link to the Event Request Form: <https://forms.gle/YeTjCqP2BJ4vDbXL9>

Once you complete the form, your event request will be reviewed by the facilities team and the communications department. All events held on the Peace Lutheran Church campus must be approved by the facilities department.

Communications Timeline:

As you plan events here at Peace, remember this communications timeline to aid in the planning process, and the advertising/promotion ability of the communications department.

- **6 Months out from the date of an event (*applies mainly to all Tier 1 & 2 Events*):**
 - Name of Event, Date, Time, Location, and Purpose
- **3 Months out from the date of an event (*applies to all Events*):**
 - Name of Event, Date, Time, Location, and Purpose
 - Tier 1 Event Forms need to be submitted
- **2 Months out from the date of an event:**
 - Event Form needs to be submitted for all events
 - Touchdown meeting scheduled to review event details with the Director of Communications
- **1 Month out from the date of an event:**
 - Advertising (dependent on the registration, if applicable) begins through the appropriate communication channels, determined by the event Tier.
 - The only acceptable changes to an event that may occur within the 1 month mark is a location change or event cancellation. *All other information has been communicated and must remain consistent.*

Promotion Timeline:

Event promotions will begin 3-4 weeks prior to the start date or when registration begins. If an event form is submitted within the 3-4 weeks prior to an event, the event will only receive a pre-service slide and a spot on the website calendar. If there is room in the weekly newsletter, it may get included, but cannot be guaranteed.

Communication Blackout Dates:

In an effort to keep communication concise and accurate, please be aware of the following Communication Blackout Dates. These dates will be used solely to advertise and promote events that fall within the season and theme of the dates listed.

Blackout Dates:

- **Christmas (December 1-25)**
- **Holy Week/Easter (3 weeks prior to)**

If you are planning an event to take place shortly after blackout dates, understand that advertising and promotion will not occur within the blackout dates. *For instance: if you are planning a January event, it will not be advertised in December, and must be advertised before the blackout dates, or it is subject to limited, or no advertising.*

Event Priority Guide

All events at Peace will be placed into tiers according to the following guide. These tiers will help to determine how to best advertise, promote, and prioritize events. Once an event tier is determined by the description on the Event Form, it will be plugged into the appropriate communication channels.

*All events listed below in each tier acts as an example, not necessarily a specific event.
You are not limited to the events listed below.*

Tier 1 Events, such as the following:
(applies to 75% or more of the congregation)

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| <ul style="list-style-type: none">• Sermon Series• Special Worship Services (Ash Wednesday, Reformation, etc.)• Target Campaigns | <ul style="list-style-type: none">• Christmas• Small Groups/Bible Studies (registration)• Congregational Service Opportunities• Parking Lot Ministry• Easter | <ul style="list-style-type: none">• Holy Week• Congregational Meetings• Vacation Bible School• Back to School• Fundraisers |
|--|--|--|

Tier 1 Events will receive the following touchpoints of communication
(Some may not be needed for each and every event):

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| <ul style="list-style-type: none">• Email<ul style="list-style-type: none">○ Newsletter○ Mass Email (specific to one event)○ Member Only (if needed)• Poster in the Lobby | <ul style="list-style-type: none">• Social Media Posting/Event (<i>Facebook, Instagram</i>)• Video Announcement• Pre-Service Slide• Event Guide/Booklet | <ul style="list-style-type: none">• Flyer Handouts (as needed)• Roadside Banner• Website<ul style="list-style-type: none">○ Featured Event○ Calendar of Events○ Ministry Pages |
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Tier 2 Events, such as the following:
(applies to specific, large groups or the community/general public)

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|--|---|--|
| <ul style="list-style-type: none"> • Youth Ministry Events • Children’s Ministry Events • Decorating/Undecorating Days • Ministry Specific Service Opportunities | <ul style="list-style-type: none"> • Confirmation • Adult Sunday School • Drive Thru Communion | <ul style="list-style-type: none"> • Griefshare • New Member Class |
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Tier 2 Events will receive the following touchpoints of communication
(Some may not be needed for each and every event):

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|--|---|---|
| <ul style="list-style-type: none"> • Email <ul style="list-style-type: none"> ○ Newsletter ○ Member Only (if needed) • Flyer Handouts (as needed) | <ul style="list-style-type: none"> • Social Media Posting/Event (<i>Facebook, Instagram</i>) • Pre-Service Slide • Event Guide/Booklet | <ul style="list-style-type: none"> • Website <ul style="list-style-type: none"> ○ Featured Event ○ Calendar of Events ○ Ministry Pages |
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Tier 3 Events, such as the following:
(applies to smaller, very specific groups)

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| <ul style="list-style-type: none"> • Ladies’ Nights • Men’s Nights • Banquets/Dinners • Youth Sunday School | <ul style="list-style-type: none"> • Children’s Sunday School • Informational Meetings | <ul style="list-style-type: none"> • Women’s Bible Studies • Men’s Bible Studies |
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Tier 3 Events will receive the following touchpoints of communication
(Some may not be needed for each and every event):

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|--|--|---|
| <ul style="list-style-type: none"> • Email <ul style="list-style-type: none"> ○ Newsletter • Event Guide/Booklet | <ul style="list-style-type: none"> • Social Media Posting/Event (<i>Facebook, Instagram</i>) • Pre-Service Slide | <ul style="list-style-type: none"> • Website <ul style="list-style-type: none"> ○ Calendar of Events ○ Ministry Pages |
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Tier 4 Events, such as the following:
(non-Peace Lutheran Church specific events)

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|---|---|--|
| <ul style="list-style-type: none">• Northeast Orchestra Concerts• Red Apple Events | <ul style="list-style-type: none">• Blood Drive | <ul style="list-style-type: none">• Mosaic Mission (Grace Divine) Events |
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Tier 4 Events will receive the following touchpoints of communication

(Some may not be needed for each and every event):

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| <ul style="list-style-type: none">• Email<ul style="list-style-type: none">○ Newsletter (as room allows, but cannot be guaranteed) | <ul style="list-style-type: none">• Event Guide/Booklet (if the information is provided before the publication deadline) | <ul style="list-style-type: none">• Pre-Service Slide• Website<ul style="list-style-type: none">○ Calendar of Events |
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Style Guide

To ensure consistency, the look of all print and online pieces must match. Unless the design of your event is customized, use the following guides as the default.

Logo Usage/Parameters:

We have more than one logo available for you to use online and for print pieces.

Under no circumstance should the Peace Lutheran Church Logo be edited, color changed, stretched, or altered in any way.

If you need assistance resizing a logo to fit your need, please contact the communications department.

There are additional logo files available for your use. These are simply examples of how the logo should be used.



All available logo files may be found on the shared network drive
Company (G:) / Logo for PLC

Emails

When communicating via email, it is important to remember that people check their emails in their own time. Please consider your communication channel based on the urgency of your communication.

Emails should **not** have a theme. Email body should be the same size/font as your signature.

Use **Times New Roman, size 12** for EVERY thing. *This font is readable on any device, and is good for mobile and desktop viewing.*

Color: Black Only (unless there is a hyperlink within the email).

Font: Times New Roman

Font Size: 12

Email Signatures:

There should not be any images, or text (verses, mission statements, or logos). Although these things help to personalize an email, logos, fancy texts, verses, etc. appear differently on each and every device.

Do not include a closing (In Him, In Christ, Blessings, Thanks, etc.) in your signature. Make your closing specific to the email, topic and person you are communicating with.

Email Signature Template

Your Name: Bolded

Your Title: Italicized, NOT bolded

Peace Lutheran Church

817.284.1677

www.peacechurch.org (hyperlink)

Email Signature Example

Brian Weaver

Senior Pastor

Peace Lutheran Church

817.284.1677

www.peacechurch.org

****Emails sent from your phone must have a signature that matches the above signature to the absolute best of its ability.***

Mass Emails:

Mass Emails will be sent sparingly through Constant Contact. These are reserved for Tier 1 and Tier 2 Events. All Tier 3 events will be sprinkled into the weekly newsletter and plugged into their appropriate communication channels. Tier 4 events will be included in the Newsletter, as room allows, but cannot be guaranteed.

When composing a ministry specific email or targeted email within Constant Contact use the following to maintain consistency:

Body of an email:

Color: Black ONLY

Font Size: 14

Font: Times New Roman

Buttons within an email:

Color: Dependent on the email

Font Size: 16

Font: **Times New Roman, Bolded**

If you have a typed email within your email, make sure the email is hyperlinked, and clickable.

Internal Publications

An internal publication is defined as a booklet, flyer, poster, etc. given to the staff, leadership team, congregation, and volunteers. These are targeted publications to specific ministries, events, and opportunities.

Color: Black or White, depending on the event/publication

Font: Linux Biolinum/ LINUX BIOLINUM CAPITALS

Font Size: Dependent on the publication (standard font size is 12)

The Peace Lutheran Church logo must be visible or watermarked on all internal publications.

All available logo files may be found on the shared network drive

Company (G:) / Logo for PLC

If you are using a watermark on a document, you must follow these guidelines:

- Use ONLY the Watermark 20 file. It may be found on the shared network drive
 - *Company (G:) / Logo for PLC / Color / C Icon Watermark 20*
- Do NOT wash out the watermark (this is a checkbox in Word)