



COMMUNICATION CHANNELS

COMMUNITY & CHURCH-WIDE	LARGE GROUP	LOCAL MINISTRY
Applicable to at least 80% of the crowd	Applicable to at least 50% of the crowd	Applicable only to local ministry groups
Examples: Sermon Series, Church Seasons and Holidays (e.g. Lent, Easter), Giving Initiatives, Congregational Meetings	Examples: Missions, Classes, Gatherings	Examples: Small Groups, Committees, Retreats, Youth Group, Sunday School
The Marketing Coordinator crafts and drives promotions with input and copy from ministry stakeholders.	The Marketing Coordinator creates promotions with input and copy from the ministry/event owner. The ministry/event owner drives promotions.	The ministry/event owner champions promotions and drives the event with support, coaching, and tools from the Marketing Coordinator.

COMMUNICATION CHANNEL	COMMUNITY & CHURCH-WIDE	LARGE GROUP	LOCAL MINISTRY
Event Flier	x	x	x
Web Site (featured event)	x		
Web Site (event landing page)	x	x	x
Social Media Post	x	x	
Social Media Event	x	x	x
Pre-Service Slideshow Announcement	x	x	x
In-Service Pastoral Announcement	x		
In-Service Bulletin Blurb	x	x	
Newsletter Blurb	x	x	
E-mail (church-wide)	x		
E-mail (ministry group leaders)	x	x	
E-mail (target audience)			x
Brochure	x	x	x
Direct Mail Postcard	x		
Direct Mail Letter	x	x	
Other (e.g. banner, street-side sign)	x		

Not all allowed channels are necessary or appropriate for all events.