Communication

Plan

March 2024



A comprehensive communication plan is pivotal for keeping stakeholders informed, engaged, and motivated throughout the different phases of the capital campaign and the subsequent project execution. Below is an outline tailored to the phases previously discussed, ensuring that each step is supported by strategic communication activities.

**Phase 1: Pre-Campaign Planning**

* **Internal Communication** 
  + Announce the upcoming campaign to church leaders and key stakeholders, sharing the vision and inviting their input.
* **Preparation for Public Announcement**
  + Develop key messaging, FAQs, and preparatory materials for broader stakeholder engagement.
* **Stakeholder Engagement**
  + Begin engaging with potential major donors and community leaders to gauge and build support.

**Phase 2: Quiet Phase**

* **Targeted Donor Communication**
  + Personalized outreach to potential major donors, sharing detailed project plans and the impact of their potential contribution.
* **Progress Updates**
  + Regular, private updates to early supporters and stakeholders about the campaign's progress, building a sense of momentum and exclusivity.

**Phase 3: Public Launch**

* **Public Announcement**
  + Launch the campaign publicly through a press release, social media, and a special event, detailing the campaign goals and inviting community participation.
* **Ongoing Engagement**
  + Regular social media posts, email newsletters, and announcements during services to keep the campaign front and center.
* **Media Outreach**
  + Coordinate interviews and feature stories in local media to increase campaign visibility.

**Phase 4: Active Campaigning**

* **Event Promotion**
  + Use all available channels to promote fundraising events, emphasizing the community aspect and the project's benefits.
* **Regular Updates**
  + Share frequent progress updates, stories from donors, and construction highlights (as applicable), maintaining transparency and building trust.
* **Community Stories**
  + Feature stories of community members and how the project will impact their experience, fostering a personal connection to the campaign.

**Phase 5: Final Push**

* **Countdown Campaign**
  + Implement a countdown strategy, emphasizing the urgency and impact of reaching the campaign goal.
* **Matching Gift Promotion**
  + Highlight any matching gift opportunities, underscoring the multiplied impact of new donations.
* **Personal Appeals**
  + Final personal outreach to potential donors who have not yet contributed, using direct communication from church leaders or campaign chairs.

**Phase 6: Post-Campaign and Project Execution**

* **Celebration and Recognition**
  + Communicate the successful completion of the campaign through all channels, thanking everyone involved and highlighting the collective achievement.
* **Construction Updates**
  + Provide regular updates on the construction progress, including milestones, photos, and stories, keeping the community involved and excited.
* **Grand Opening Announcement**
  + Plan and promote the grand opening event, ensuring it is a significant and inclusive celebration of the project's completion.

**Phase 7: Post-Completion**

* **Impact Reporting**
  + Share reports and stories about the project's impact on the church and community, reinforcing the value of everyone's contribution.
* **Ongoing Engagement**
  + Continue to engage donors and volunteers with updates about new initiatives and opportunities to stay involved.

Each phase's communication activities are designed to build on the last, ensuring a seamless flow of information that keeps stakeholders informed, engaged, and motivated. By tailoring the communication strategy to the specific needs and milestones of each phase, the campaign can maintain momentum, foster a sense of community, and ultimately achieve its goals.