

# COMMUNICATIONS OVERVIEW

STRATEGIES TO DEPLOY FOR ANY CHURCH SIZE



# CREATIVE TEAM MISSION

Reflecting our Creator, we make things that point to Jesus and build up the church

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# PROCESS 101

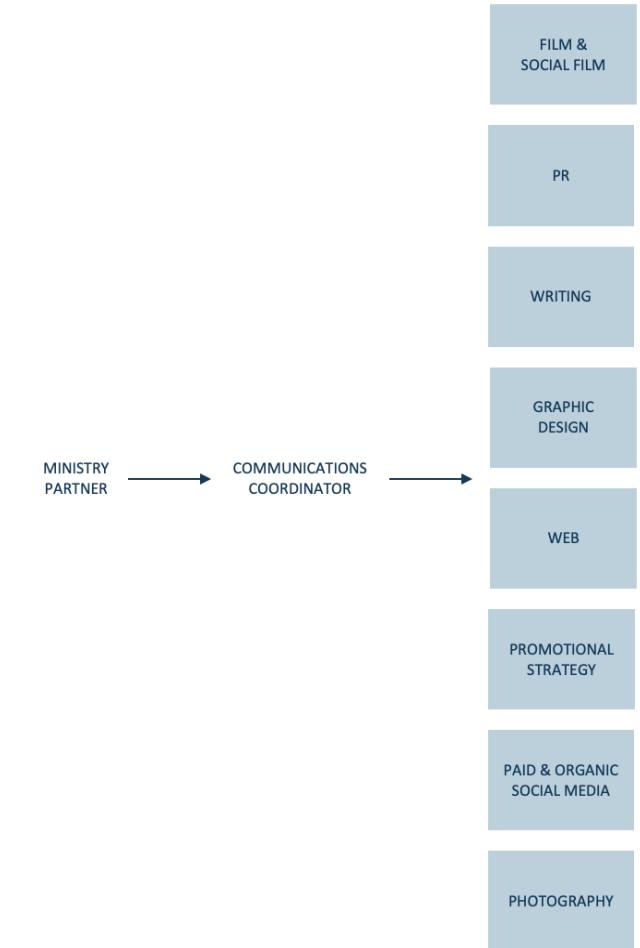
# PROCESS 101

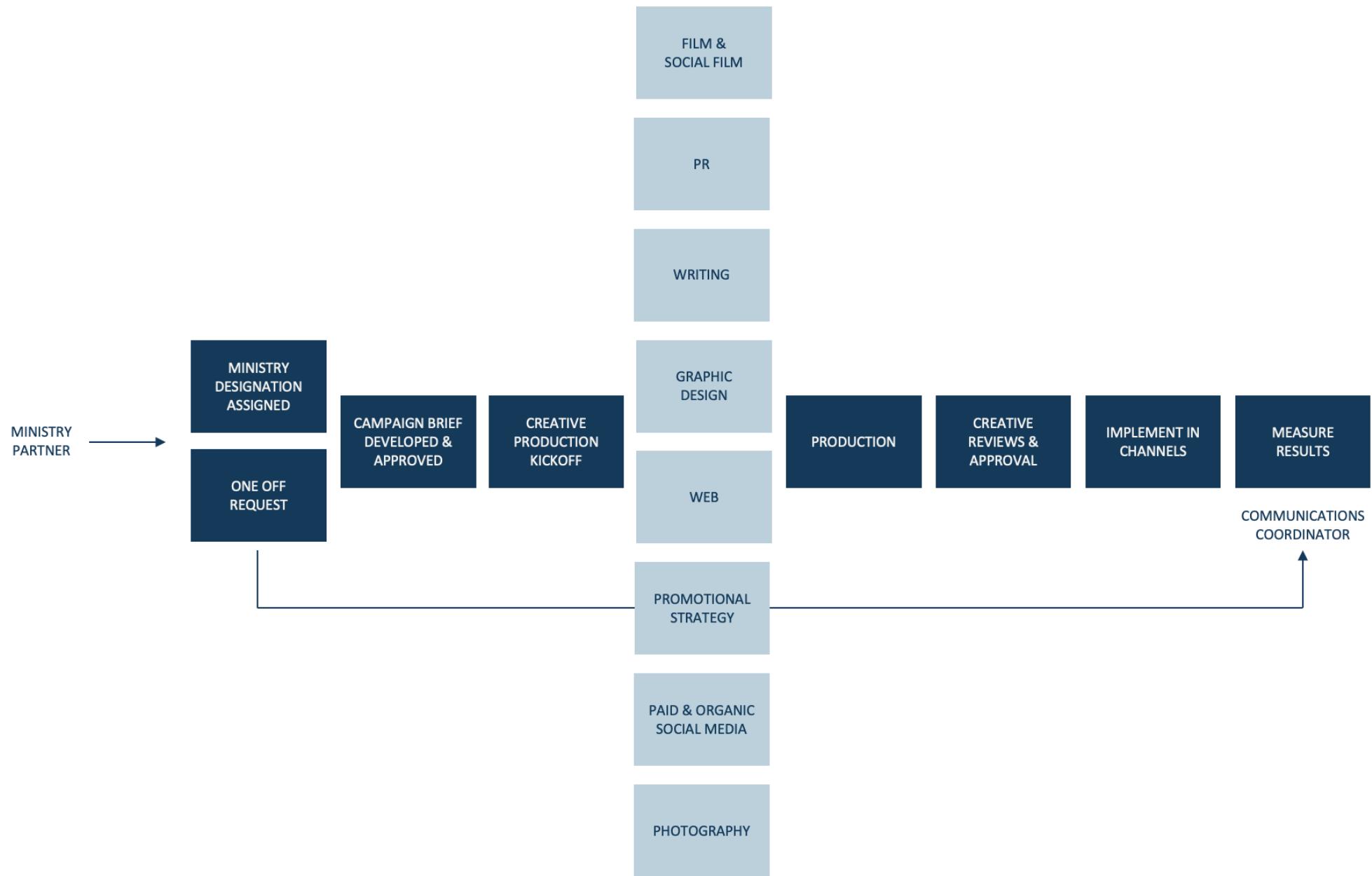
- Communications process pre-2021



# PROCESS 101

- Communications process post-2021

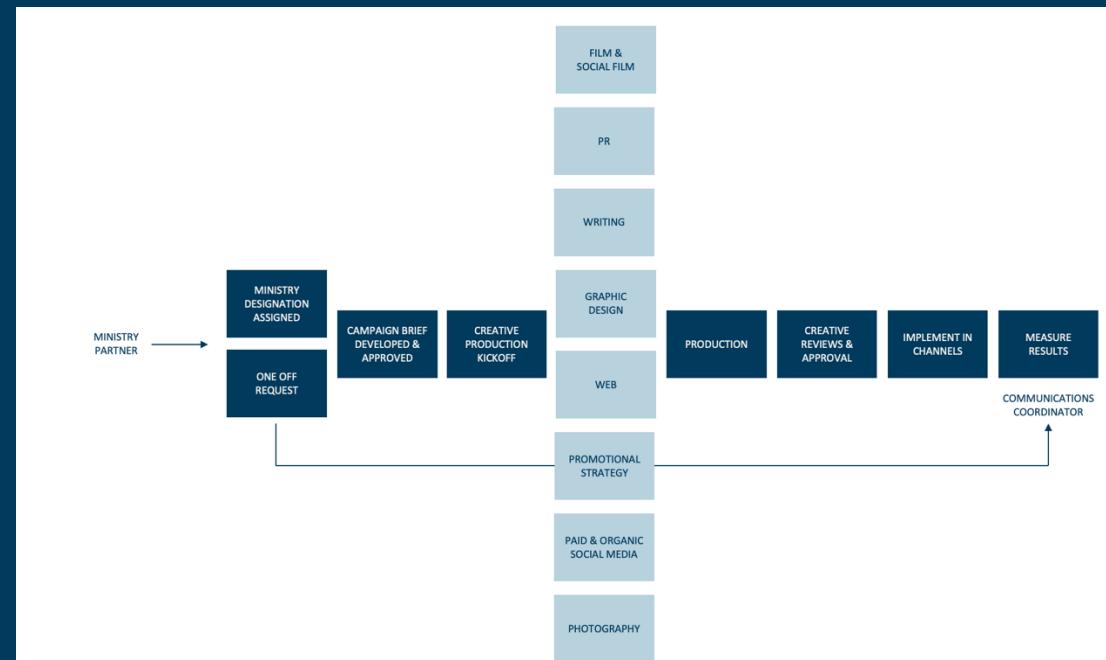




# COMMUNICATIONS TEAM ROLES

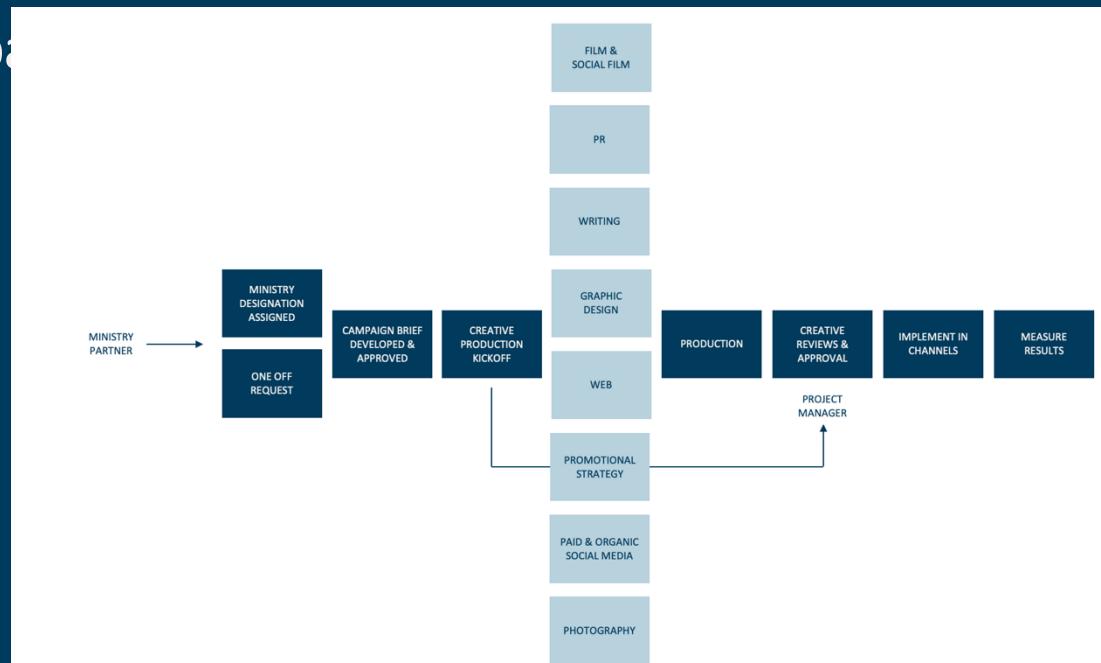
# COMMUNICATIONS TEAM ROLES

- Communications coordinators
  - One point of contact and strategy coach for ministry teams
  - Quarterback for the Communications Team



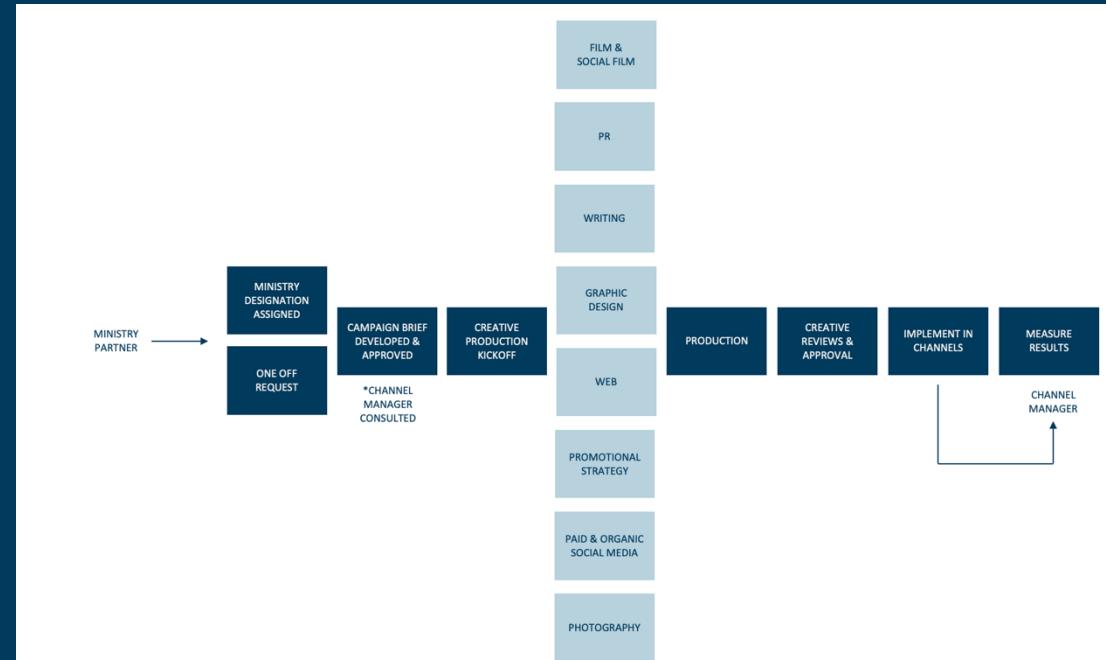
# COMMUNICATIONS TEAM ROLES

- Project managers
  - Manage creatives' workload
  - Ensure all creative timelines are met
- Creatives
  - Create the deliverables for each campaign



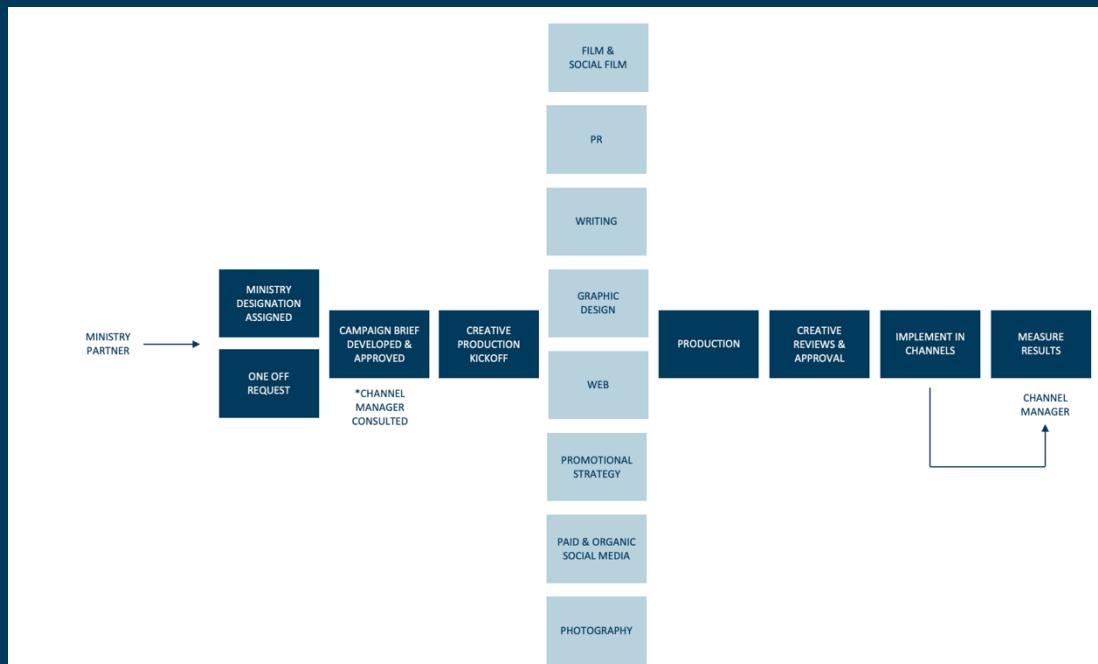
# COMMUNICATIONS TEAM ROLES

- Channel managers
  - Manage the channels (social media, email, print, etc.)



# PROCESS 101

- 80% of projects run smoothly through the process
- 20% go awry due to evolving technology, human error, miscommunication, etc.
- We can only control what we can control



# PRINCIPLES TO SCALE

## PRINCIPLES TO SCALE

- Support team mindset
- Everything is a campaign
- Templatize where you can
- Consistent approvals process
- Technology as a tool

## SUPPORT TEAM MINDSET

- The Communications Team's job is to support and amplify the ministries of the church
- Our ministries are partners not clients
- We're all on the same team

# EVERYTHING IS A CAMPAIGN

- **Campaign = any message that we communicate in our channels**
  - Event (e.g. Easter, Christmas, CLC, etc.)
  - Ministry (e.g. re:generation, Merge, etc.)
  - Message (e.g. Serve with Watermark Kids, 4 PM Service, etc.)

## TEMPLATIZE WHERE YOU CAN

- Save time
- Keep details organized
- Don't reinvent the wheel for each campaign!

# BRAND GUIDE

- Your best friend to achieving brand consistency

WATERMARK BRAND GUIDELINES			
LOGOS			
<p><b>Logo Manipulation:</b> Do not alter the logo in any way. The Watermark logo can only be used with approved ministries.</p>			
 WATERMARK COMMUNITY CHURCH	 WATERMARK	 MARRIAGE	
Use in <b>formal</b> settings such as letterhead, legal documents, permanent exterior signage, etc.	For primary use. Use in more <b>informal</b> settings such as one-pagers, t-shirts, etc.	For department logo use. Use in more <b>informal</b> settings such as one-pagers, t-shirts, etc.	
COLORS			
			
Pantone 302 C100 M74 Y40 K32 Hex #003A5D	Pantone 433 C80 M69 Y58 K67 Hex #1D252C	Pantone 4196 C72 M55 Y53 K29 Hex #48565A	
			
Pantone 552 C27 M9 Y9 K0 Hex #B9D2DC	Pantone 7527 at 25% C4 M3 Y5 K0 Hex #F2FOEC		
FONTS			
All fonts can be downloaded through <a href="https://fonts.google.com">fonts.google.com</a> .			
Oswald	DM Serif Text	Lato	Crimson
<b>Primary Headline</b> Always used in all caps	<b>Secondary Headline</b> Always used in sentence case	<b>Primary Body Copy</b>	<b>Secondary Body Copy</b>
BRAND PERSONALITY		STAYING ON BRAND	
<p><b>Graphic Identity</b></p> <ul style="list-style-type: none"><li>• Mature</li><li>• Confident</li><li>• Enjoyable</li></ul> <p><b>Tone of Voice</b> Surprisingly fun servant-leader:</p> <ul style="list-style-type: none"><li>• Bold, not brash</li><li>• Approachable, not compromising</li><li>• Fun, not flippant</li><li>• Practical, not preachy</li><li>• Thoughtful, not academic</li><li>• Authentic, not sensational</li></ul>		<p>The following guides and template are available to help you stay on brand.</p> <ul style="list-style-type: none"><li>• Word document template</li><li>• PowerPoint template</li><li>• ROCK email template</li><li>• Curriculum template</li><li>• Guide for ordering print materials and t-shirts</li><li>• Campus aesthetics guide</li><li>• General writing guide</li><li>• Email writing guide</li><li>• Event page writing guide</li></ul> <p>Questions? Contact your communications coordinator.</p>	

# BRIEFS

- Blueprint for campaigns
- Includes: top sheet, messaging strategy, creative direction (when needed), and channel plan

## CAMPAIGN BRIEF

<b>Ministry/Department</b>	Insert text
<b>Ministry representative(s)</b>	Insert text
<b>Communications Coordinator</b>	Insert text
<b>Designation</b>	Blue
<b>Brand Guide to follow</b>	Insert text

<b>Title</b>	Insert text
<b>Tagline</b>	Insert text
<b>Call to action and /slug</b>	Insert text

<b>Date(s) of event</b>	Insert text
<b>Dates for registration</b>	Insert text
<b>Dates for promotion</b>	Insert text

<b>File path</b>	Insert text
<b>Live stream?</b>	If so, where?

# BRIEFS

- Blueprint for campaigns
- **Messaging strategy** answers the questions *why* and *who*

## MESSAGING STRATEGY

<b>Context</b>	This could include problems to solve, opportunities to seize, or other context to set the stage for our communication
<b>Audience</b>	Who are we trying to reach or serve? Paint a vivid picture of our intended target audience.
<b>Single persuasive idea</b>	What is the single idea that will persuade our audience to engage? The one idea that will reach our audience.
<b>Key facts</b>	What are 3 key facts support to support our persuasive idea? What proof can we give our audience to support the idea?
<b>Title Only copy</b>	Title
<b>All Info copy</b>	Title, tagline, date, and CTA
<b>OTS copy</b>	Title, tagline (when necessary), and URL

# BRIEFS

- Blueprint for campaigns
- Messaging strategy answers the questions *why* and *who*
- **Channel plan** answers the questions *where* and *when*

## CHANNEL PLAN

	Channel	Frequency	Ideas
<b>Promo Period:</b>			
	Event page watermark.org/slug	Ministry coordinates	
	Print Watermark News		
	Pre-roll	Static or animated	
	The Current		
	Watermark Instagram		
	Watermark Facebook		
	Watermark Twitter		
	Rock marketing email	One per semester	
	Ministry channel(s)	Ministry coordinates	
	Other channels		

# SERVICE MENU

- The services and support based on ministry designation
- Creates clear expectations for ministries
- Sets healthy boundaries for Communications Team

MASTER CALENDAR 2025-2026 SERVICE MENU				
COMMUNICATIONS				
	GREEN	BLUE	BLACK	DOUBLE BLACK
<i>Overall Services</i>				
Campaign brief with channel plan	✓	✓	✓	✓
Creative package	✓	✓	✓	✓
Event page copy/review	✓	✓	✓	✓
Self-service Studio A	✓	✓	✓	✓
Print consulting (ex: signage, t-shirts, one-pagers, etc.)	✓	✓	✓	✓
Ministry social media channel launch (plan consultation & 90 day review)	✓	✓	✓	✓
Web strategy review	✓	✓	✓	✓
Photography support (staff or volunteer, as strategic and available; excludes retreats)	✓	✓	✓	✓
Onsite social consultation	✓	✓	✓	✓
Written content strategy and editing (ex: blog series or web content)			✓	✓
Printed piece layout & print consulting (booklets, cards)			✓	✓
Film support, with approval	✓	✓		
Programming support (ex: run of show consulting)	✓	✓		
Onsite social media support				✓
Environmental design, installation				✓
<i>Creative Direction</i>				
Creative direction from existing brand guide	✓	✓	✓	✓
Original creative direction from ministry (unless tied to an existing brand guide)		✓	✓	✓
Original creative direction from creative team	✓		✓	
<i>T-shirts</i>				
T-shirt design approval & print consulting	✓	✓	✓	✓
T-shirt design & print consulting	✓	✓	✓	✓

# TEMPLATIZE WHERE YOU CAN

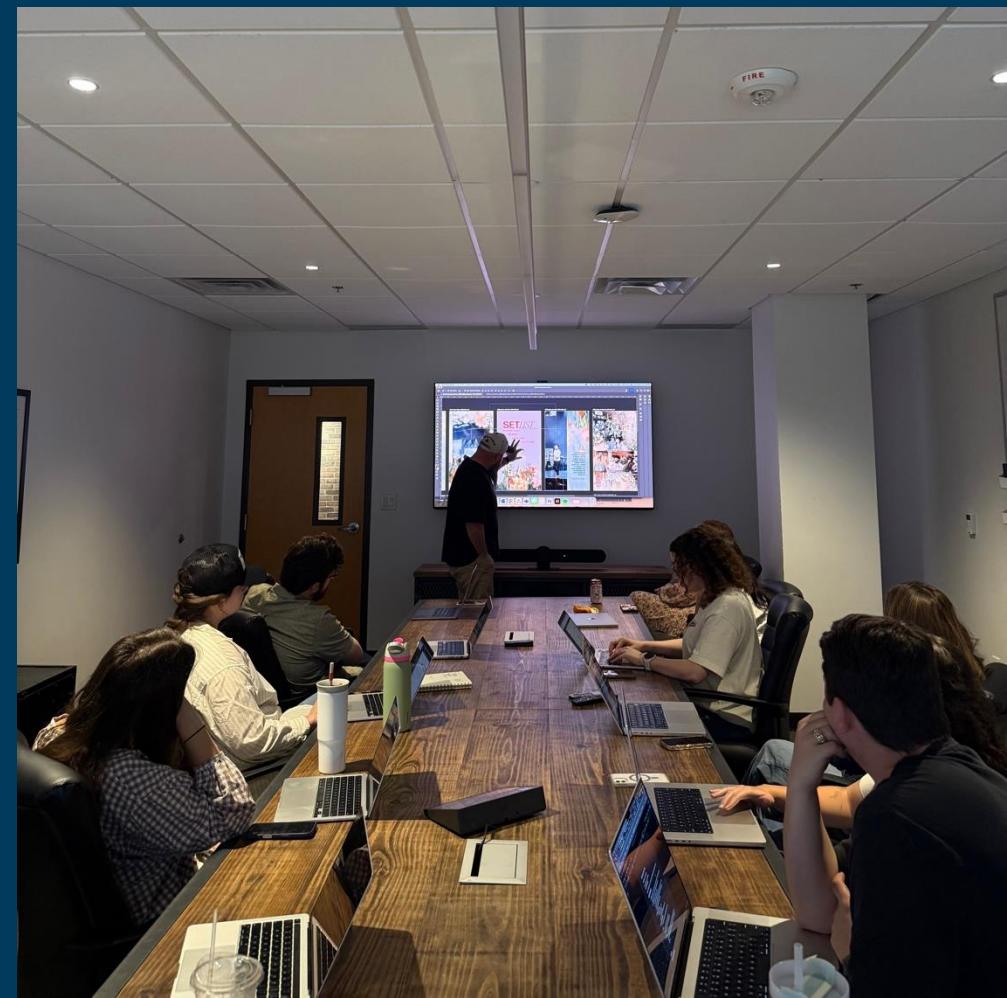
- Next steps:
  - Brand Guide:
    - Choose your fonts, colors, logos and create a document
  - Briefs:
    - Answer the questions "what is the purpose of this campaign?" and "who is this campaign for?"
    - Determine your channels and create a channel plan template
  - Service Menu:
    - Write out what is universally needed for a campaign
    - Are there different levels of needs?

# CONSISTENT APPROVALS PROCESS

- Designated approvals meeting 3x weekly
  - Dailies
- Remove bottlenecks
- Foster collaboration

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# CONSISTENT APPROVALS PROCESS

- Next Steps:
  - Determine who is needed for approvals of campaigns
  - Create a repeatable process to get their approval on a regular basis
    - Weekly meeting
    - Weekly email
    - Daily Teams channel

# TECHNOLOGY AS A TOOL

- Organize and streamline your process
- From free to fancy

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- Organize and streamline your process
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  - Excel

A	GW	GX	GY	GZ	HA	HB	HC	HD	HE
Week of:	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun
REAL TIME									
Sermon Series									
Event 1	4/19 - EASTER								
Event 2	4/20 - EASTER								
Event 3	4/24 - Woven		5/1 - NOPAL						
Event 4	4/25 - 100 Days		5/2 - Only Christ		5/21 - Equipped Disciple				
Event 5	4/25 - The Nest	4/27 - Bilingual	5/3 - Money	5/16 - The Nest					
WATERMARK	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun
Story	EASTER	Lindsay L							
ICYMI	Impact Dallas	100 days of JTJ							
READ	JTJ	JTJ	JTJ	JTJ	JTJ	JTJ	JTJ	JTJ	
PRAY	pray for CLC	pray for CLC use your insert							
Back Panel 1	regen	regen	Gather Summ		Gather Summ		Gather Summ		
Back Panel 2	reengage	reengage							
Back Panel 3	porch	porch	Great Questio						
Back Panel 4	Generic Stud	Gather							
Back Panel 5	Gather	Hiring							
Back Panel 6	Legacy	The Nest	JTJ Podcast	legacy	JTJ Podcast				
Back Panel 7	JTJ Podcast	CG Rooms	CG Rooms		CG Rooms				CG Rooms
Back Panel 8	Moneywise	Moneywise	Only Christ	Equipped Dis	Only Christ				
Back Panel 9	Woven	Baptism	Giving	Refuge	Equipped Dis	Square One		Square One	Refuge
Back Panel 10	CIM	CLC Member	Equipped Dis	CIM	Worship Camp			Worship Camp	CIM
Back Panel 11	Giving	Worship Cam	Prayer Service					Prayer Service	
Back Panel 12	Prayer Servic	NOPAL							
THE CURRENT	23-Apr	29-Apr	6-May	13-May	19-May	26-May	2-Jun	9-Jun	16-Jun
Subject Line									
Header Grap									
Intro Copy	Easter Recap								
Bullet	Worship Cam	Moneywise	Worship Camp		Worship Camp				Worship Camp
Bullet	100 Days	Woven	Gather Summer		Gather Summer				Gather Summer
Bullet	Great Questio	Baptism	Only Christ		Only Christ				
Bullet	Refuge	JTJ Podcast	Giving	Refuge	JTJ Podcast	Square One		Square One	Refuge
Block 1	CG Rooms	NOPAL	CG Rooms	legacy		CG Rooms			
Block 2	Bilingual Serv		Equipped Dis	Equipped Disciple					
Block 3 / Foon	NOPAL		Prayer Service					Prayer Service	

# TECHNOLOGY AS A TOOL

- Organize and streamline your process
- From free to fancy
  - Excel
  - Asana

The screenshot shows a project titled "Easter 2025" in the "Comms MC '24-'25" workspace. The interface includes a navigation bar with links like Overview, List, Board, Timeline, Dashboard, Calendar, Workflow, Messages, Files, and Film Logistics Meeting. The main area displays a task list with columns for Name, Assignee, Due date, and Responsible.

**Step 1: Campaign Brief and Creative Direction**

Name	Assignee	Due date	Responsible
Creative Director assigned	Maddy Alvis	Jan 27	Comms ...
Add Project to "Master Calendar 24-25" Portfolio	Maddy Alvis	Jan 27	Comms ...
Create corresponding project and Campaign Brief doc in OneDrive	Maddy Alvis	Jan 27	Comms ...
Add Campaign Brief link to the project's Key Resources	Maddy Alvis	Jan 27	Comms ...
Replace EVENT placeholder with shorthand campaign name	Maddy Alvis	Jan 27	Comms ...
Campaign Brief Input Session	Maddy Alvis	Jan 27 – Feb 10	Comms ...
Draft Campaign Brief	Maddy Alvis	Feb 17	Comms ...
Creative Direction		Feb 17	Comms ...
Easter - Visual Concepting Process	Abby Nolan	Jan 10 – Mar 7	Comms ...
Production Design Brief	Maddy Alvis	Feb 3	Producti...

**Step 3: Activate Team**

Campaign Kickoff Meeting	Maddy Alvis	Feb 11	Comms ...
Request Channel Managers to Schedule Content Calendar	Maddy Alvis	Mar 10	Comms ...
Assign the PMs to Production tasks in Step 3	Maddy Alvis	Mar 10	Comms ...
Production Team Ideation	Hudson Hor...	Mar 3	Producti...

**Step 3: Communications Deliverables**

Easter 2025 - Graphic Design	Abby Nolan	Feb 10 – Apr 18	Project ...
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# TECHNOLOGY AS A TOOL

- Next steps:
  - Create a system or choose a platform that works for your team
  - Doesn't have to be fancy, it just needs to be organized

# TOOLS APPENDIX

- Channel planning – Excel
- Project management – Asana
- Email – Rock
  - Mailchimp
- Social – Sprout Social (premium)
  - Other options: Meta Business Suite (free)
- Master Calendar – MyChurchEvents, Planning Center

# COMMUNICATIONS TEAM = 1

- Service menu of what I can provide
- Simplified messaging strategy
  - Audience
  - Approved copy
- Channel plan
- Excel document for tracking channels
- Check-in or meeting w/ my director for approvals
  - 15 mins 3x weekly

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- Technology as a tool
- **Glorify God with your gifts**

# Q&A