

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

CREATIVE TEAM MISSION

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

CREATIVE TEAM MISSION

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

CREATIVE TEAM MISSION

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

PROCESS 101

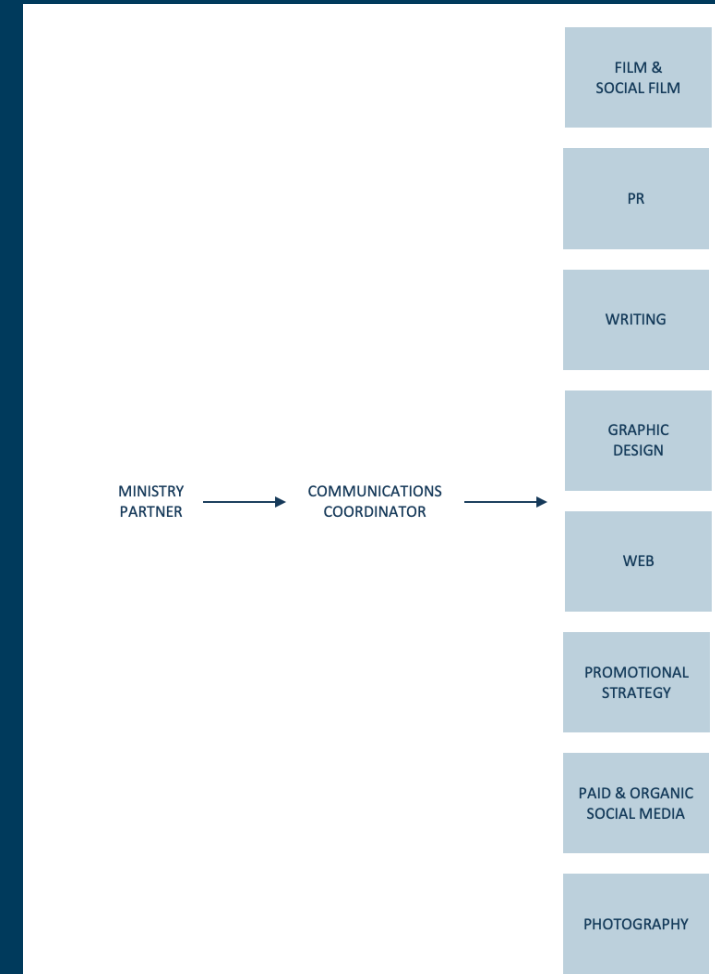
PROCESS 101

- Communications process pre-2021



PROCESS 101

- Communications process post-2021

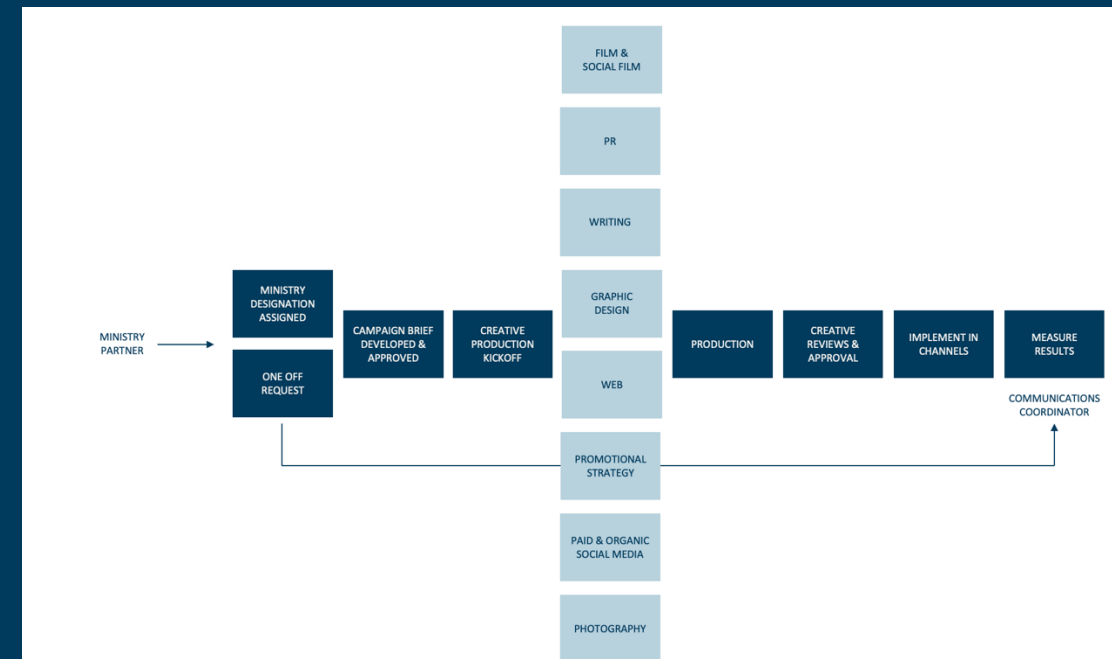




COMMUNICATIONS TEAM ROLES

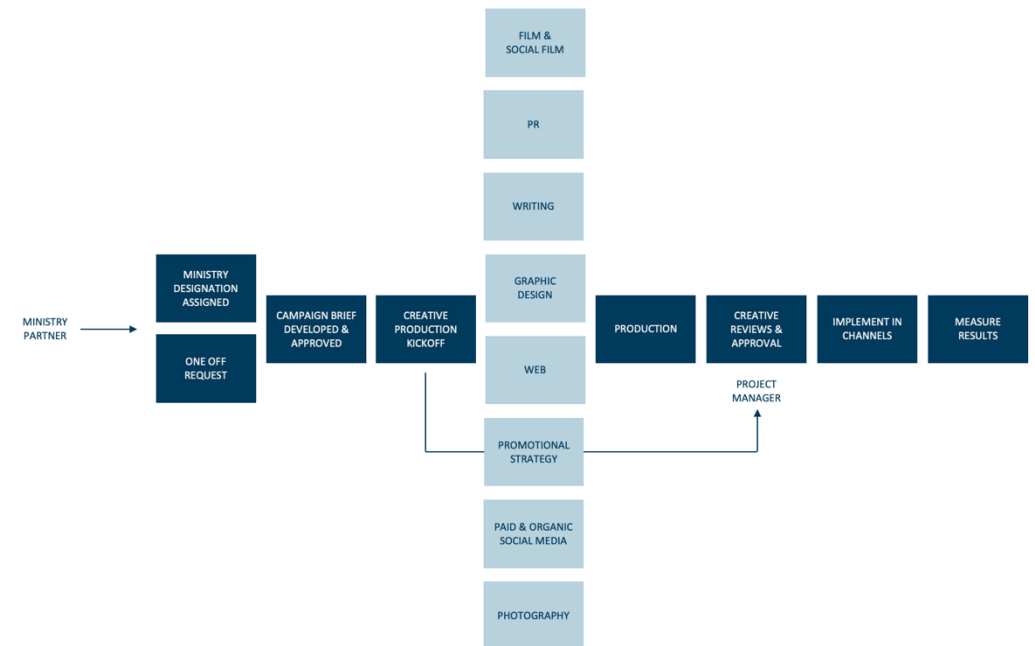
COMMUNICATIONS TEAM ROLES

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



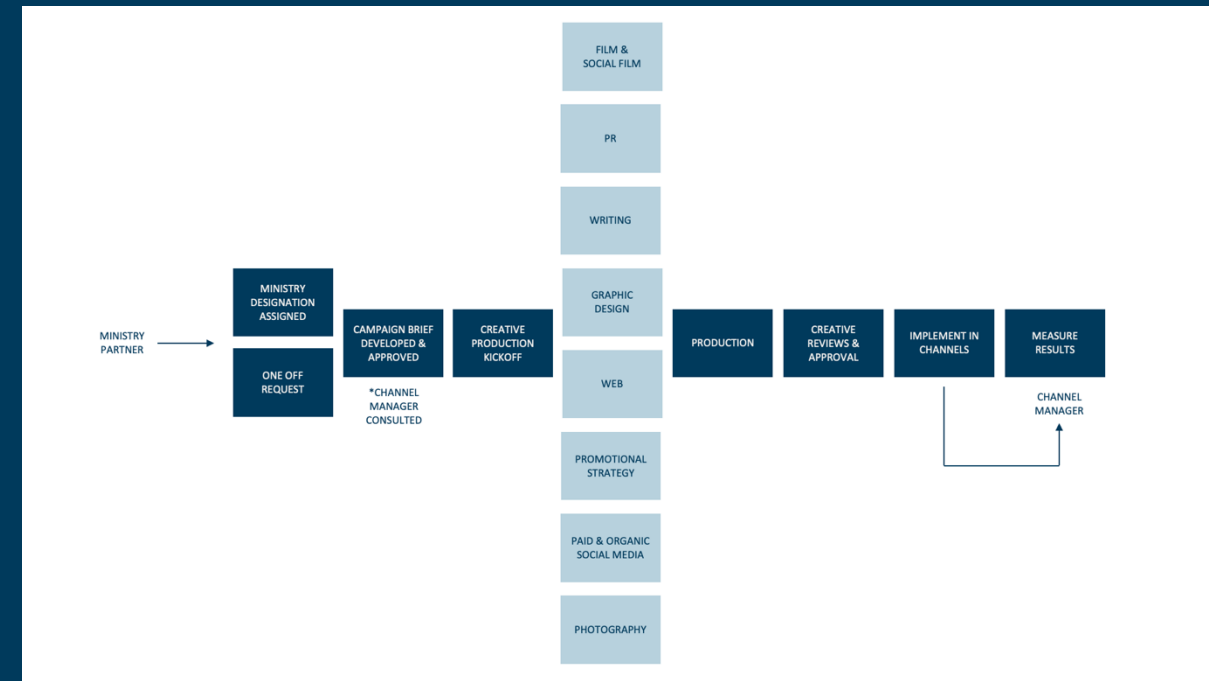
COMMUNICATIONS TEAM ROLES

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



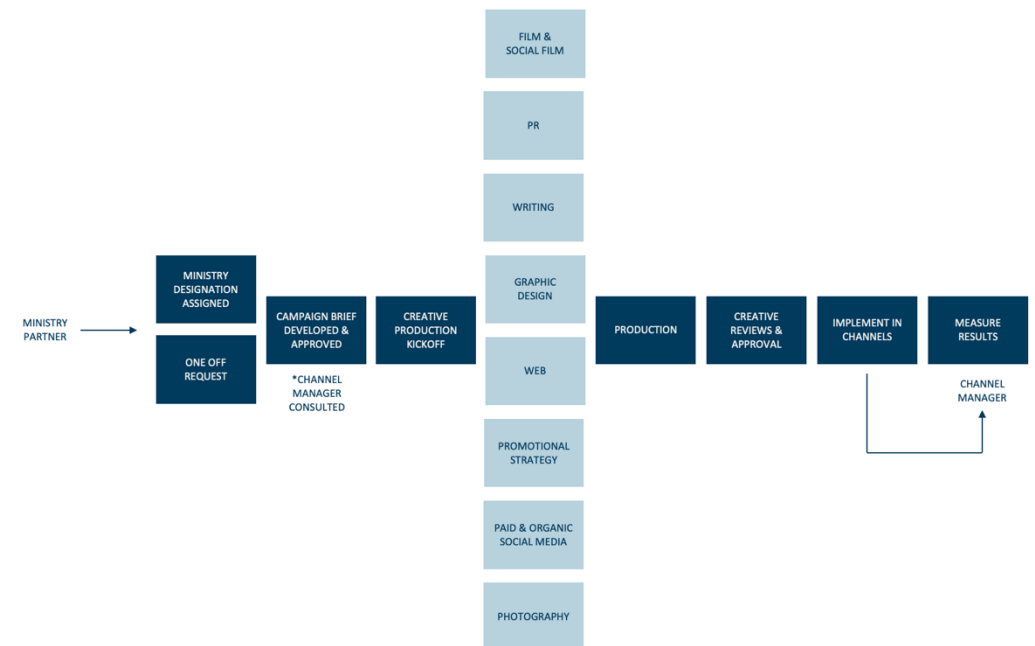
COMMUNICATIONS TEAM ROLES

- 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			
Logo Manipulation: Do not alter the logo in any way. The Watermark logo can only be used with approved ministries.			
			
Use in formal settings such as letterhead, legal documents, permanent exterior signage, etc.	For primary use. Use in more informal settings such as one-pagers, t-shirts, etc.	For department logo use. Use in more informal settings such as one-pagers, t-shirts, etc.	
COLORS			
			
			
FONTS			
All fonts can be downloaded through fonts.google.com .			
OSWALD	DM Serif Text	Lato	Crimson
Primary Headline Always used in all caps	Secondary Headline Always used in sentence case	Primary Body Copy	Secondary Body Copy
BRAND PERSONALITY		STAYING ON BRAND	
<p>Graphic Identity</p> <ul style="list-style-type: none"> • Mature • Confident • Enjoyable <p>Tone of Voice Surprisingly fun servant-leader:</p> <ul style="list-style-type: none"> • Bold, not brash • Approachable, not compromising • Fun, not flippant • Practical, not preachy • Thoughtful, not academic • Authentic, not sensational 		<p>The following guides and template are available to help you stay on brand.</p> <ul style="list-style-type: none"> • Word document template • PowerPoint template • ROCK email template • Curriculum template • Guide for ordering print materials and t-shirts • Campus aesthetics guide • General writing guide • Email writing guide • Event page writing guide <p>Questions? Contact your communications coordinator.</p>	

BRIEFS

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

[TITLE OF CAMPAIGN]

CAMPAIGN BRIEF

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

Title	Insert text
Tagline	Insert text
Call to action and /slug	Insert text

Date(s) of event	Insert text
Dates for registration	Insert text
Dates for promotion	Insert text

File path	Insert text
Live stream?	If so, where?

BRIEFS

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

[TITLE OF CAMPAIGN]

MESSAGING STRATEGY

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

[TITLE OF CAMPAIGN]

CHANNEL PLAN

	Channel	Frequency	Ideas
	Promo Period:		
Blue Campaign	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

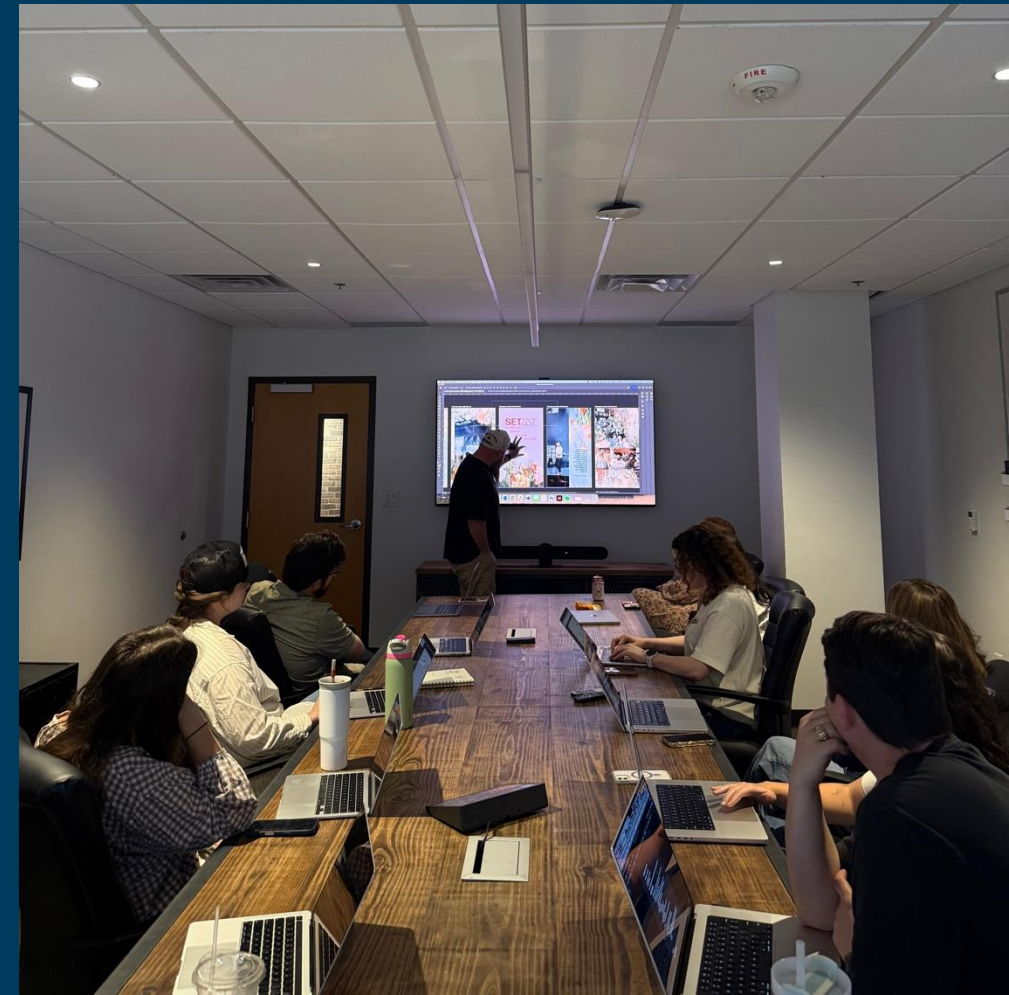
- Next steps:
 - Brand Guide:
 - Choose your fonts, colors, logos and create a document
 - Briefs:
 - Answer the questions "what is the purpose of this campaign?" and "who is this campaign for?"
 - Determine your channels and create a channel plan template
 - Service Menu:
 - Write out what is universally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

CONSISTENT APPROVALS PROCESS

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

CONSISTENT APPROVALS PROCESS

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



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

TECHNOLOGY AS A TOOL

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

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

TECHNOLOGY AS A TOOL

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

Comms MC '24-'25 /

Easter 2025 Set status

Overview **List** Board Timeline Dashboard Calendar Workflow Messages Files Film Logistics Meeting

+ Add task

Name	Assignee	Due date	Responsible
▼ Step 1: Campaign Brief and Creative Direction			
✓ 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 1	Maddy Alvis	Feb 17	Comms ...
▶ ✓ Creative Direction 5		Feb 17	Comms ...
▶ ✓ Easter - Visual Concepting Process 18 11	AN Abby Nolan	Jan 10 – Mar 7	Comms ...
✓ Production Design Brief 1	Maddy Alvis	Feb 3	Producti...
Add task...			
▼ Step 3: Activate Team			
✓ Campaign Kickoff Meeting	Maddy Alvis	Feb 11	Comms ...
▶ ✓ Request Channel Managers to Schedule Content Calendar 2	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...
Add task...			
▼ Step 3: Communications Deliverables			
▶ ✓ Easter 2025 - Graphic Design 26 27	AN Abby Nolan	Feb 10 – Apr 18	Project ...

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

PRINCIPLES TO SCALE

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

PRINCIPLES TO SCALE

- Support team mindset
- Everything is a campaign
- Templatize where you can
- Consistent approvals process
- Technology as a tool
- **Glorify God with your gifts**

Q&A