


CENTER POINT CHURCH
COMMUNICATION PROCESS &
GUIDELINES



Overview

The Creative Arts Department oversees what you read, touch, hear or click at CPC. The communication aspect of the Creative Arts Department exists to direct Center Point Church in the areas of marketing, branding, and the overall creative graphic and media communication efforts of the church.

This document is an integral part of CPC's effort to help people take their next steps toward Christ. It provides information on how we communicate to our congregation and community through printed, verbal, electronic and online media. A consistent stylistic approach will have a positive impact on the overall excellence of our church.

- **Effectiveness**

Requires a partnership with staff and ministry leaders to facilitate good stewardship of resources. It's about harnessing the power of our message to enhance the experience.

- **Consistency**

Each communication piece is a valuable tool with the opportunity to unify or dilute all communications church-wide, depending on the quality of the information and how it is organized.

- **Clarity**

Simplify everything our audience sees or touches to make their life easier and more rewarding in every aspect of their engagement with Center Point Church. Our goal is to help them connect with Jesus and others effortlessly.

- **Growth**

The commitment to excellence in our printed and electronic communication tools provides more areas for talented people to connect and serve.

Goals

The goals of all Center Point Church communication are:

1. To promote member and community awareness of ministry initiatives and opportunities.
2. To support ministry efforts by targeted promotion and timely interactive feedback.
3. To provide relational points of connection and response through printed, verbal, digital, electronic and online media.

Communication Process and Guidelines

1. **Pastoral Team** will meet to brainstorm and determine the **Big Ideas** for the year.
2. **Pastoral Team** will plug **Big Ideas** for the year into the **church calendar**.
3. **Communications Team** will plan communications of those Big Ideas for the year. The team will determine how we plan to communicate and promote these Big Ideas, both to the community and to our members, regular attenders and guests. These plans will be applied to the **CPC Communication Calendar**.
4. Current ministries of CPC will be encouraged to catch the vision of the current year and its Big Ideas in order to tie events to the Big Ideas that have been solidified. **Ministry leaders** fill out an **event request** no later than 2 months prior to the event.
5. As **event requests** are submitted, they will be reviewed and if approved, will be listed on the **Center Point Church calendar**. The details will then be distributed to the appropriate departments to handle the event needs.
6. A **communication and marketing package** will be selected for the event. This is determined by the scope, target and scale of the event. This will be

the list of **communication vehicles** the **Communication Team** will use to market and promote the event.

7. The **Communication Plan** will be adjusted in light of new events in order to maximize impact of communication to intended recipients.
8. After an event request has been submitted and approved, a communication from the **Director of Communication** will be sent to the event contact listing the communication and marketing package and a list of the communication vehicles that will be used to promote their event. They will also receive a **communication schedule**. This will give them insight into when and how their event will be promoted in the weeks and days leading up to their event.

Communication Vehicles

Our goal in the marketing and promotions process is to help all our ministries become more successful. We want to be intentional about the way we communicate with the church as a whole. Our intent is to be purpose-driven and to have a process of providing people with information about our ministries and their events. This means we work together as a team promoting the combined ministries of Center Point with a spirit of harmony and mutual respect.

The following will help you understand each promotional opportunity as well as teach you how to utilize the available promotional options of CPC.

CPC Pre-Service Loop

The CPC Pre-Service Loop is designated for the ministries of Center Point Church to advertise, promote and inform the congregation about their ministry and/or event.

The Pre-Service Loop will be displayed on the monitors located throughout the church building as well as on the screens in the CPC Theatre. The announcements on the screens in the Theatre and Soul Café will run before and after each worship service.

All announcements must contain current ministry information and be appropriate for either guests of the church or church members. Announcements should contain basic information about the ministry, event or upcoming activity and where to find more information. There are limited spots for the rotating loop. The number of announcements shown per week will be at the discretion of the Communication Team.

Listening Guide

The CPC Listening Guide is designed to give a snapshot view of the events and church information of Center Point Church. The listening guide is distributed to those who enter the service each weekend. Space is limited. Events are listed in chronological order and events with the largest reach are given a greater priority. There are a few ways information is listed within the listening guide.

1. **Upcoming Events-** This is a snapshot of the next eight upcoming events. This only lists the event name and date.
2. **Event Highlight-** This spot is reserved for the top three events, series and/or initiatives coming up at Center Point Church.
3. **Inserts-** This is primarily for congregational responsive information. This is done minimally.

Service Announcements

The Center Point Church worship service announcements are designed to provide time-sensitive information to the church at large and must contain information pertinent to 70% of those attending the service. Only CPC staff and/or MC will make announcements that have been approved by the leadership team. This can come in four forms.

1. **Announcement Plug-** Minimal details are given about the event, just upcoming date. People are encouraged to visit the website or Facebook for more details.
2. **Verbal Announcement-** All information and details are given about the event from the stage.
3. **Video Announcement-** Information and details about an event are communicated in video form, typically with a slide graphic with event details.

4. **Promo Video-** This is designed to only promote a single event. Typically held for community events or community initiatives.

Displayed Printed Marketing Material

The Creative Arts Department is responsible for the creation of all approved signage. Priority for displayed printed marketing material will be given to upcoming events, series and/or initiatives and strategic promotions in chronological order. Priority will also be given to the ministry that affects the largest number of people in the congregation. Space is limited and final prioritization will be the responsibility of the Creative Arts Department and the Communications Teams.

1. **Restroom Flyers-** A glance of an upcoming event that is for a large number of people in the congregation or specific to the relevant gender.
2. **Poster-** This is a visual representation of the upcoming three large events, upcoming series or global initiative. Priority will be given to the ministry or event with the largest reach.
3. **Xbanner-** This vehicle is used to point out more information for a particular event or sign up.

Church-wide Direct Digital Communication

The church employs the use of several key church newsletters to communicate large event news to both at-large and interest group ministries. This includes Student Life, Home Teams, CPC Kids, Women's Ministry, Men's Ministry, Church-Wide; these are formal newsletters that are sent out via mass email blasts on a regular schedule; some are weekly, some are monthly.

Information and attention is a highly valuable commodity; multiple emails for singular events abuse the mass email communication vehicle which is to communicate and results in unwanted consequences for the entire church bulk email system: UBE (unsolicited Bulk Email) block lists, UCE (Unsolicited Commercial Email) block list, junk email listings, reduced opens and click throughs and lost subscribers are the results of overexposure.

This is a tool for the church and ministries to provide direct information to a targeted audience. If there is a sign up or a registration form, this is the appropriate place to insert a link to it.

1. **Pastor Vlog-** This is an opportunity for a lead pastor to plug or highlight a specific need, event, series or initiative. These are produced by the pastor or the Creative Arts Department and distributed by the communications team or the Executive Administrative Assistant.
2. **MailChimp Mass Email Blast-** This is a written newsletter for the church as a whole. Information in this email is limited to no more than three items. If there is a actionable response for the recipient- sign up or registration, please provide a direct link to the appropriate form.

Social Media and Online Presence

All information for updating our website and social media sites will be done through the Center Point Church ministry staff. Our website and social media sites are designed to publish information in a timely fashion so that information is available immediately to the community. It is our desire to update the website weekly to keep content and information fresh and exciting and to increase traffic to the site. Like a business, the goal of a website is to have repeat customers who are benefiting from the information provided on the site. Our online presence is as follows.

1. **Website-** This is a place that anyone from the community or an attender of CPC can find information on the church, its ministries, upcoming events and messages. Information is listed in any of these three ways:
 - **Event Calendar**
 - **Individual Page**
 - **Rotator Graphic**
2. **CPC App-** This is an app version of our CPC website. The purpose of our app is to provide as much information in a simple and concise form at the tip of your fingers. Push notifications can be sent out as well. These should be limited to no more than 2 a week.
3. **Facebook, Instagram, Twitter-** These are the current social media sites that we use for the purpose of promoting upcoming series, events, church needs, services...Content is monitored and approved by the Creative Arts Department and Communication Team.

Community Advertising

At Center Point Church we are a church for the community. Throughout the year we have community events and series to which we invite the community.

These are very large scale events that require approval from the Executive Pastoral Team.

1. **Magnet Signs-** Only used 3-4 times a year, this is an opportunity to capture the vehicles driving down Mid-Cities Blvd. Information should be very limited, including only the event name, date, time and website.
2. **External Banner-**Used only 3 times a year, requires a permit. This vehicle should only contain minimal information.
3. **Mass Print Postcard Mailer-** Produced for the community within 5 minutes of the church building. These provide targeted information for our community. This is the least used of all communication vehicles. All information provided must extremely intentional and purposeful. All external communications should have church information, address, website, service information listed.

Phone Communication

Center Point Church is committed to providing our members and regular attenders with information in a clear and efficient way. We will employ the use of our phone system to communicate pertinent information to our congregation or targeted guests. This is to be used sparingly throughout the month.

1. **Phonetree-** This is a prerecorded message that will be sent to a prepopulated list from CCB (Church Community Builder) with a specific message. Points within the message should be limited to no more than three items. Message should always end with a version of an invitation, example “We hope to see you this weekend for...” Phonetree messages should be limited to no more than 2 messages a month. Please consider the length of your message, try to keep it under one and a half minutes.
2. **Text Messaging System-** Center Point Church sends information through our text messaging system to a group that has opted to receive these messages. No more than two messages a week should be sent out. Information should be limited to 160 characters. Links to sign ups are appropriate to send through this communication vehicle.

Self Marketing

In partnership with the communication team it is the responsibility of the ministry leaders and event organizers to also self promote their event. This includes but is not limited to; posting on your ministry’s Facebook page, encouraging your leadership team to share any relevant CPC or Ministry Facebook post in regards to

your event, networking with members, regular attenders and guests being personable and informing them of your ministry and some upcoming events and how to find them, and directing people to where to find more information. This does not include handing out flyers during the weekend service (except for the Student & Children's Ministries). Use sensitivity when self promoting. Approach the congregation as people you are getting to know, not as a sales person. Make a personal connection and guide them to the information.

Communication Marketing & Promotional Packages

These packages are meant as guidelines to help you understand how your event or initiative will be promoted throughout Center Point Church. They do not entail everything that can be done, but offer a great guideline of what we feel works well for different types of events and initiatives.

Small Scale Event- Package 1

(50 people or less expected attendance/targeted attendance)

This promotional package is designed for small scale Center Point Church events and initiatives. These events and initiatives are usually for a very specific targeted group of people.

Examples: Home Team Pastors, Creative Arts Teams, Leadership Teams, etc.

Communication vehicles: Internal Communication by the ministry leader.

Medium Scale Event- Package 2

(50 to 125 expected attendance/targeted attendance)

This promotional package is designed for medium scale Center Point Church events. These events are usually designed to target a specific group of people for a specific cause.

Examples: Midweek Bible Study, Men's Events, Women's Events, Kid's Events, Student Events, etc.

Communication Vehicles: Loop Graphics, Listening Guide Upcoming Events, Website, App, Self Marketing.

Large Scale Event- Package 3

(Over 125 people expected attendance/ targeted attendance)

This promotional package is for large scale Center Point Church wide events that we are hoping each person at Center Point Church attends.

Examples: Family Events, Vision Night, Night of Worship, Special Services, etc.

Communication Vehicles: Loop, Listening Guide Upcoming Events, Listening Guide Highlights, App Push, Website, Website Rotator, Facebook, Email, Text, Blog, Poster, Restroom Flyers, Stage Announcements.

Community Events/Initiatives- Package 4

This is intended to reach the entire community and congregation.

Examples: Eggstravaganza, Easter Services, VBS, Trunk or Treat, Christmas Eve, Special Series, etc.

Communication Vehicles: Loop, Listening Guide Upcoming Events, Listening Guide Highlights, App Push, Website, Website Rotator, Facebook, Email, Text, Blog, Poster, Restroom Flyers, Stage Announcements, Magnet Signs, Banner, Mailer.

Standing Events- Package 5

This are events that are monthly or more than 6 times a year.

Examples: Growth Track, Baptisms, Baby Dedication, Series, etc.

Communication Vehicles: Loop, Listening Guide, Stage Plug, internal postcard, targeted marketing.

[Please note: Most events that fall in a specific size package will receive all the communication vehicles that apply to that event but the Communication Team, Executive Pastoral Team, and Creative Arts Department have final say on the prioritization of events and marketing of those events.]