

## Sample Purpose and Outcome Statements for a Local Church Communications Audit

### Overall Purpose:

Increase the sense of connection among the congregation and the church as a means of creating knowledgeable, supportive members involved in the work of the [NAME OF CHURCH] United Methodist Church.

### Outcomes/Objectives:

1. Determine the effectiveness of current communication tools
2. Determine the need and receptiveness for [A COMMUNICATIONS TOOL/APPROACH THE CHURCH IS CONSIDERING USING]
3. Understand what the congregation says it wants and needs to know
4. With all of the good things going on in various committees or work areas
5. within the church, determine how informed are members across committee lines
6. Understand the different perspectives on communication efforts among particular audience segments:
  - a. Retirees
  - b. New Members
  - c. Young people
  - d. [DEFINE AGE SEGMENTS AS NEEDED]
  - e. Neighborhood
  - f. Visitors
7. Design effective delivery tools particular to each audience.