

## Sample Communications Mission Statement with Goals and Objectives

*Communications Ministry of the  
----- United Methodist Church*

### *Mission*

To facilitate and provide an effective, current, engaging communications ministry

### *Goals and Objectives*

*The mission will be accomplished by:*

#### Offering a Comprehensive Electronic Connection

- Web site
- Weekly “update”
- Electronic web meetings
- Streamed video and audio
- Podcasts
- Text alerts

#### Developing A Wide Array Of Print Resources

- Newsletter
- Church brochure
- Ministry Opportunities hand out
- Promotional projects

#### Engaging Key Communicators

- Identify movers and shakers and solicit their help in sharing our story
- Identify informal information leaders within groups of the church and also solicit their help in sharing our story
- Hold annual focus groups to hear what people are thinking and saying about their needs, wants, and satisfaction

