

Announcement Framework

> WHO TO ANNOUNCE TO

Tell Everyone

Tell a Lot of People

Tell a Few People

Church-Wide	Large Venues and Demographics	Small Groups of People
i.e. Message series, campaigns, volunteer opportunities, baptisms, connections	i.e. Baby dedications, daddy/daughter dances, weekly youth group, men's or women's retreat	i.e. Bowling night, informational meetings, youth bonfire
Applicable to 80% of the audience	Applicable to 50% of the audience	Applicable to a small group of people based on life stage or interest.
Communications team is the primary champion; crafting and driving promotions with input from stakeholders	Communications team drives joint effort conversations with a partnership approach to promotions with the ministry (or event) owner	The ministry (or event) owner champions promotions and drives the announcement with support, coaching and tools from communications team

> WHERE TO ANNOUNCE IT

Channel

Everyone

A Lot

A Few

Channel	Everyone	A Lot	A Few
Website Homepage	x		
Website Events Page	x	x	x
Video	x		
Platform Announcement	x		
Bulletin	x	x	
Email Newsletter	x	x	
Social Media	x	x	x
Print / Banners / Signage	x	x	
Pre or Post Service Loop	x	x	

