

# Basic Training

## **Don't Go It Alone – How to Develop a Communications Team**

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As a (communications) leader in your church  
your primary job is to...

...grow disciples of Jesus Christ.

*“The gifts he gave were...to equip the saints for the  
work of ministry, for building up the body of Christ.”*

- Paul (Ephesians 4:11-12)

Your second job is to be a Communications  
Pastor/Director/Minister.

Encourage,  
Train, and  
Equip

**Cast Vision**

**Manager and  
Administrator**

**Set Policy**

**Team Builder**

Designer, Writer,  
and Webmaster

**Create  
Procedures**

Set Direction

**Recruiter**

**Editor and  
Proofreader**







As Communication Director, you cannot be a part of the work and details of all these groups.

Invest your time and energy in nurturing, developing, training and equipping...

- Core Leaders
- Primary Teams
- Staff



Keep your focus on leadership goals...

- set the course
- develop the vision
- create the concept
- gather people and resources
  - - recruit and test new volunteers
- keep process within boundaries

# Seven Tips for Developing an Effective Communications Team



# Cast a vision of the divine mission.

Do you want to help  
with the church  
newsletter?

*Will you help tell the  
stories of how God is  
working in and  
through this church to  
meet needs and  
change lives?*

# Define priorities.

1. Gather your core team and pray together about 2011 communication ministry.
2. Identify two or three priorities for 2011.
3. Create an action plan. Create timelines and assign deadlines.
4. Allocate resources: dollars, human, and time.
5. Guard these priorities and resources as other projects and ideas present themselves.

Develop long timelines.



# Know your limits and the limits of your organization.

- Identify tools and resources at your disposal.
- Define and publish these limits.
- Hold team members to them.

Develop helpful policies,  
communication paths and  
procedures.

- Empowers ministry leaders
  - Provides design consistency
    - Minimizes stress

Use what God gives you.





Love the people  
more than the project.



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