

ministryCOM

Basic Training

Help Me Help You – Leading Up to Best Serve Your Church Leaders

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Who Am I?



A Little About Oasis Church

- Located in Pembroke Pines, Florida (Fort Lauderdale)
- 18 years old
- 3 Campuses, about to launch Internet Campus
- 84 countries represented
- 2500 in membership, 2000 in attendance
- Only church in the country (that we know of) with a service every night of the week – “Oasis After Hours”



The Big Picture – Understanding *what* we're communicating so we know *how* to do it better.

- What are you trying to say (what is the event/promotion)?
- Who are you trying to say it to (read your audience, community)?
- How do you make it happen (choose a medium)?

The 3 M's

- Message** – Overall vision/mission of church/event/ministry
- Movement** – The actual event/promotion/cause
- Method** – The medium in which you connect the Message to the Movement (web, print, advertising, etc)

Group Discussion Example

Your church is hosting a free car wash to the community. Your job is to mobilize the congregation to come out to the event, wash some cars, pass out water and share the Gospel. You also need to advertise the event to the community so they know what's going on.

- What is the **Message**?
- What is the **Movement**?
- What is the **Method** and how will you use it to connect the Message to the Movement?

How to Lead Up

Keep a Positive Attitude

- “Nothing will harm the communicator/pastor relationship more than a negative attitude, even if I am the one causing it!” – Pastor Guy Melton
- Remember the bigger picture
- Check your heart
- Open lines of communication

It's Not YOUR Vision

- “To Be and Make Disciples”
- Keep it at the forefront
- Support and further

Do Your Homework

- Start asking important questions:
 - Who is your audience?
 - Are you reaching them?
 - What could you do better?
- Ministries / Events / Promotions (Christ Fellowship)
- Time invested yields trust
- Learning curve

Lay Down the Law...Sorta

- Style Guides
- Procedures
- Prioritize and organize
- People before process

Get the Inside Scoop

- Meetings and decisions
- Reading your Pastor and Church leaders
- Be Proactive

Staying True to your Art vs. Getting the Job Done

- Separating the two
- Show examples if necessary
 - Church Marketing Sucks Lab
- Networking
 - The Creative Exchange
 - Local Labs via the Church Marketing Sucks Lab

Pray

- Your Pastor
- Your leadership team
- Your community

How Am I Doing?

How I Scored

On a scale of 1-10 (1 being poor and 10 being excellent, how would you rate the Communications Department in these areas?

- Efficiency – **8.625**
- Time Management – **8.75**
- Attitude – **8.5**
- Organization – **9.625**
- Flexibility – **8.5**
- Support of your ministry – **8.75**

How I Scored

Do you see the Communications Department as a ministry partner or a hindrance to ministry?

- “Definitely a partner”
- “I have greatly appreciated all the help and guidance in my area”
- “Typically as a partner. Sometimes a hindrance...”**
- “I see it as a support but not fully active in brainstorming ways...in reaching our demographic”
- “You do a great job with the Communications Department”
- “It strives as best/good as possible to provide services in a timely manner”**
- “A great partner...more focused on getting from ideas...to actually getting them finished!”**
- “You have to have this area for ministry to run well”

How I Scored

What could the Communications Department do differently to help you better communicate to your ministry?

- **“Have less time between requests and final product”**
- “A better procedure regarding events...steps 1 – 10...this has been my biggest struggle”
- **“Lead some workshops with ministry leaders”**
- “Be tougher on deadlines...Stay on top of keeping major events and news in front of the congregation...Send out more press releases for more media coverage”

How I Scored

The Communications Department has set request forms, processes and guidelines. What are your thoughts on those? Like, Dislike? Explain.

- “Those are good! Know right where to go to put requests in”
- “**I love the guidelines. They are always concise and easy to understand**”
- “**The only dislike is that the forms aren’t so user-friendly**”
- “I like planning ahead and being proactive. I sometimes feel though that the forms and process do not allow me the opportunity to give more input”
- “Like them. Don’t like that I don’t get a copy of the form in case I need to review or follow-up”
- “**It thinks for me, I don’t have to try to remember all the details**”
- “They’re a good way to provide order and prioritization for projects”
- “Yes, love them. Keeps us better accountable to the process...helps with consistency and quality”

How Would You Score?

How Would You Score?

- *On a scale of 1-10 (1 being poor and 10 being excellent, how would you rate the Communications Department in these areas?*
- *Do you see the Communications Department as a ministry partner or a hindrance to ministry?*
- *What could the Communications Department do differently to help you better communicate to your ministry?*
- *The Communications Department has set request forms, processes and guidelines. What are your thoughts on those? Like, Dislike? Explain.*

Resources

Blogs

- Kem Meyer – kemmeyer.com
- Church Marketing Sucks – churchmarketingsucks.com
- Tim Schraeder – timschraeder.com

Style Guide

Request Forms – oasiscommunications.blogspot.com

Thanks for your time!

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