



# COMMUNICATION PLAN

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HOLLY PANTER  
Communications Director

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**FIRST BAPTIST**  
NEW BRAUNFELS

# INTRODUCTION: THE WHY

At FBCNB we have over 30 ministries and over 20 missions/missionaries competing for the same promotional attention. While all are important and vital to our mission of Leading People to Jesus, it is impossible to dedicate to each of them the same degree of promotional attention. Historically we've had a hard time streamlining, prioritizing, and strategizing each ministry's promotional support. These difficulties contribute to what we refer to as "silo ministries"—ministries in *competition* with one another for promotional space, significance, and exposure. This is not a church culture we wish to perpetuate. Moving forward, our goal is to cultivate calm and cheerful coordination and fruitful communications. In order to be unified, work as one body, and ensure all ministries and missions receive appropriate promotion, we've compiled this Communications Plan.

## Our Intent

It is our intent that this plan help to:

- Shoulder the promotional burden and free leaders to focus on ministering.
- Ensure a consistent verbal and visual church identity across all communications.
- Optimize engagement through strategic coordination of resources (personnel, attention, opportunities, etc.)
- Reduce confusion when it comes to our very full church calendar.
- Establish boundaries, structures, and systems to steward resources with excellence, efficiency, and economy.
- Prioritize communications based on the congregational percentage to which they apply.
- Outline our Promotion Plan, including scope, availability, and best practices.
- Foster comfort and trust between staff, ministry leaders, congregation, and community.

## The Big Picture

As we have grown, we've had to adjust our internal structures to support that growth and prepare for more. We ask that you prayerfully and humbly adjust with us accordingly so that together we can continue leading more people, new people, and one another to Jesus as He brings growth. It takes all of us working as a team, communicating and coordinating with excellence, to champion every good work to which God is mobilizing His body here at First Baptist New Braunfels.

Thank you for your partnership in helping us glorify God and exhibit His character in every encounter, including behind the scenes!

*"but so that the world may know that I love the Father, I do exactly as the Father commanded Me."  
(John 14:31a, NASB).*

# TERMS

PURPOSE	Glorify God
MISSION	Lead People to Jesus
VISION	Be a shining light for the gospel between San Antonio and Austin
CORE VALUES	Biblical Fidelity Purposeful Evangelism Christlike Living Genuine Fellowship
STRATEGY	Connect, Grow, Serve
BUILDING CAMPAIGN	For Generations To Come

# TARGET AUDIENCE

## Young families in their early-to-mid-30s.

- They live on the other side of County Line Road in a 3-4 bedroom house that is less than 10 years old.
- They have 2-3 kids in elementary school who are busy with extracurricular activities and sports.
- Mom works a part-time job, has a business at home, or homeschools (or a combination of these).
- Dad works full-time and helps coach the kids' sports in the evenings and on the weekends.
- They're looking for a church that feels like home and isn't loud or disconnected.
- They're looking for a church where they can sit together for services.
- They're looking for a church with a traditional feel—multigenerational but with modern conveniences and programs.
- They want the space to feel sacred and like a church, without sacrificing the safety and intentionality of the space.

## Why do people go to church today?

### The Spiritually Seeking

People are most likely visiting because of a divorce, a death in the family, a displacement (a move), a development (maybe a child or marriage), or a disaster. There has been a shift in their life – usually a dramatic one – and that has jarred them into getting up on a Sunday morning and walking through the doors of a church. People are coming equal parts desperate and distracted. They long for an answer, a new way to deal with it, or peace.

### The Mature Believer

People are looking for simplicity and truth. They long for deep teaching, meaningful connections, and a place to be needed. They want to be seen and discipled. They want the feel of depth, tradition, and honesty. Families are looking for a place to be discipled together and interact with the more mature demographics.

# TIERS OF COMMUNICATION

TIER 1	TIER 2	TIER 3
<p><b>Churchwide</b> 80%+ of Audience</p> <p><b>REQUIRES</b> 8/6/4/2* Event Request Proofreading</p> <p><b>EXAMPLES</b> Church-Wide Events Member Meetings Everyone Invited Education/Large Initiatives Prayer Events Holidays/Monument Days</p>	<p><b>Ministries</b> 50% of Audience</p> <p><b>REQUIRES</b> 8/6/4/2* Event Request Proofreading</p> <p><b>EXAMPLES</b> Bible Studies Age-Based Ministries Sub-Groups of Tier 1 Church Workdays</p>	<p><b>Sub-Groups</b> &lt;30% of Audience</p> <p><b>REQUIRES</b> 4 weeks min Meeting Space Request</p> <p><b>EXAMPLES</b> Ministry Team Mtgs Small Group Events Planning Meetings Committee Meetings Sub-Groups of Tier 2 Groups</p>

\* Larger-scale events such as retreats, camps, conferences, etc. require Event Requests 6-12 months in advance.

\*\* Social media is used to tell the story of who we are as church family. Not all events will be treated the same on social media, as it is not our primary way we promote events. Events that are geared toward newcomers, offer childcare, or are open to new people will be posted on social media.

NOTE: We do not advertise or promote outside organizations or events unless they are part of our Missions Budget/Team. This is at the discretion of the Pastoral Team and Communications Director.

# SUBMITTING REQUESTS

## ✓ ALL church activities require a request form.

Meetings, workdays, events, etc., regardless of how many or few people are involved, require a request form. Prior notice is required for any presence on campus due to the number of children on-site each day. Notice is still required for off-campus events, as our policies, insurance, etc. still apply. It takes an entire team (facilities, setup, custodial, calendar, promo, sharing space, safety/security, etc.) to effectively support all events logistically. Even simple meetings require coordination and compliance with safety/security protocols. This streamlined system centralizes details and keeps *all* team members informed.

## X Online forms only. No emails, word-of-mouth, etc.

Due to the sheer volume of requests and activities we're coordinating, we no longer accept requests via email, word-of-mouth, etc. Requests are accepted via online forms only. Our process is streamlined to help us help you and others as efficiently and thoroughly as possible.

## 📍 Forms located in App and at [fbcnb.org/forms](https://fbcnb.org/forms)

In the App: Go to "Sign-Ups," and select the Event Request form, or if you don't need any promotion, the Meeting Space Request. Online, open your web browser and type [fbcnb.org/forms](https://fbcnb.org/forms) in the address bar.

## ? Need Promotion?

Please use the [EVENT REQUEST](#) form.

## No Promotion Needed

Use the simpler [MEETING SPACE REQUEST](#) form.

# LEADTIME

## 8/6/4/2\* – TIER 1 & 2

## \*4/2 – TIER 3

Please submit event requests at least 8 weeks\* in advance, from either your event date or registration deadline. This allows us to properly plan, coordinate with other ministries, produce, schedule, and promote. Submit your request by noon Wednesday to make the staff's weekly review meeting. Questions and notifications of approval will be emailed to the POC on your request.

[8 WEEKS](#) - Submit request

[6 WEEKS](#) - Clarify details, create promotion

[4 WEEKS](#) - Publish promotion

[2 WEEKS](#) - Blitz Promotion

[TIER 3](#) - Submit a Meeting Space Request even if you've missed the deadline. No matter how last-minute, it's imperative we know who is on campus at all times, for security and safety purposes.

## \*6-12 MONTHS – LARGE EVENTS

Please submit your request 6-12 months in advance for larger-scale events such as retreats, camps, conferences, etc.

- If your request is submitted after these deadlines, you may not be guaranteed full approval or promotion.
- Submit your request by noon Wednesday to have it reviewed in the staff's weekly Wednesday review meeting.
- Questions and notifications of approval will go to the POC listed in your request.

# PROMOTION PLAN

It is highly recommended that all ministry and missions events launch their promotion no later than 4-6 weeks prior to the event date or registration deadline. For example, Easter, Christmas, VBS, Camps, Retreats, etc.: launch promotion six weeks prior to the registration deadline or event date. Tier 3 (subgroups) will have a promotion schedule 3-4 weeks out from event date, if needed. Church-wide events will always have priority in promotion cycles. If there are multiple major events per week, the Communications Team and Executive Pastor will strategize promotion of the events. That is why it's imperative that the Event Request Form is filled out a minimum of 8 weeks prior to an event/initiative or registration deadline so that planning and production can be coordinated with competing events. Outlets like the newsletter, announcement sheet, and pulpit announcements are planned out over four weeks in advance, so it is vital that you turn in your Event Request at least eight weeks out, and as detailed as possible.

Check marks below indicate availability of promotion, but not necessarily a guarantee. All communications are strategically coordinated for impact and economy.

PROMOTION	TIER 1	TIER 2	TIER 3
	<b>Churchwide</b>	<b>Ministries</b>	<b>Sub-Groups</b>
	80%+ of Audience	50% of Audience	<30% of Audience
Website	✓	✓	-
Newsletter Feature	✓	✓	-
Announcements (Printed)	✓	✓	-
Announcements (Verbal/Video)	✓	✓	-
Email Campaign	✓	✓	Email to Target
Screen Slide	✓	✓	-
Social Media	✓	✓	-
Social Media Paid Ad	✓	✓	-
Text Campaign	Text to all	Text to Target	Text to Target
Print Pieces	✓	✓	-
Tangibles/Swag/Branded...	✓	✓	-

## Primary 1: Website

Our website, [fbcnb.org](http://fbcnb.org), is our central hub for information. All promotion will link/refer to the website for details.

## Primary 2: Newsletter Feature

The weekly email newsletter allows for occasional feature spots for Tiers 1 and 2 only, placed at the discretion of the Communications Director, and consist of images and write-ups that are linked for additional information.

## Primary 3: Announcements (Printed)

8.5 x 11 sheets printed for acrylic holders in bathrooms and elsewhere. 3-5 items with brief descriptions, as well as a list of dates only. Tiers 1 and 2. Some Tier 3 may be included in the dates list if room allows, but is not guaranteed.

## Announcements (Verbal/Video)

Verbal and/or Video Announcements during worship services are at the discretion of the Communications Director and Senior Pastor.

## Email Campaign

These will be highly specific campaigns, and you must have an email list in Shelby in order to conduct these. For assistance in selecting/creating a Group or Tag in Shelby, please contact the Office Services Ministry Assistant. The ministry leader may propose the content. Communications will review, proofread, possibly edit, and execute sending the email. If desired, the ministry leader may request to review Communications' final edit before the email is sent to all. (Priority to Tiers 1 and 2, then as space allows. Tier 3 campaigns may also be conducted by Tier 3 leaders.)

## Screen Slide (Sanctuary & Foyer)

A slide with basic info, used more as a notification with one action item and/or next step to find more info. Slides rotate every seven seconds and typically consist of event title, date, time, possibly location, and instructions on how/where to sign up and/or find more detail. These play before worship services and perpetually on foyer tvs. Rotations are limited to fifteen slides or less per week, with priority given to Tier 1 & 2 events and information that shares who we are as a church for the guests or new attendees.

## Social Media

The church maintains a presence on Facebook, Instagram, and YouTube. The primary goal for social media is storytelling (other promotion is used for announcements/notifications). Social media is used to tell the story of who we are as church family. Social media platforms are used to communicate to a broad audience that includes our members as well as people in our community and beyond. Some events will be shared on social media, mainly those geared toward newcomers. (Priority to Tiers 1 and 2, then as space allows.)

## Social Media Paid Ads

Paid ads placed on Facebook and Instagram. (Priority to Tier 1, with consideration given to specific Tier 2 events.) The Communications Director will take into consideration other events occurring on the church calendar and strategize the best practice for any paid ads online.

## Text Campaign

Highly specific, conducted by the Communications Director. (Priority to Tier 1, with consideration given to specific Tier 2 events.) Tier 3 may utilize Shelby tags and groups to communicate among their team/ministry. Please see **Texting** section on page nine for formatting guidelines.

## Print Pieces

**All print pieces require a minimum of eight weeks notice and must be requested on the Event Request Form.**

- 11" x 17" directional insert(s) for stand sign holders (maximum of five)
- 8.5 x 11 inch printout
  - Annual or Semester Schedules
  - Poster for off-campus locations
- In-house 4.25" x 5.5" Handout (Paper or Card)
- In-house 3" x 3" Card
- Outsourced 4" x 6" Card (possibly coated)

- Outsourced 3” x 3” Card
- Business Card size (in-house or outsourced)
- Custom Size Tickets/Cards
- Posters are generally not permitted, as other promotion is typically employed instead (see also Room Policies). Exceptions may be considered for Tier 1 at the discretion of the Communications Director, who will oversee the creation, installation, and duration of any posters.

## Tangibles/Swag/Branded...

**All such items require a minimum of eight weeks notice.**

Examples may include but are not limited to rubber bracelets, t-shirts, lanyards, stickers, journals, and more.