

Communications Coordinator Training – January 2021

North Texas Conference UMW Officer Training

The Communication Coordinator works with the President and Secretary to actively to find creative ways to assist communications within United Methodist Women (UMW) Unit. The responsibilities include:

- a. Promote and communicate all upcoming unit, district and conference events and activities with unit leadership and members via email/eblasts, text, etc.
- b. Provide and promote UMW resources and how to use effectively with unit leadership and members.
- c. Post/forward upcoming events on the local unit Church website and newsletter, North Texas Conference website and newsletter, North Texas Conference UMW website and newsletter.
- d. Create story of upcoming events for posting on church, district and conference newsletters, social media platforms using Internet, Twitter, Facebook, etc. enlisting help as needed.
- e. Maintain an up-to-date listing of all officers and members to ensure effective communication of upcoming events within the unit, district and conference and beyond. Some ways to communicate include:
 1. Use an email marketing system such as Mailchimp (generally free), Constant Contact (monthly and/or annual fee), etc. These systems allow you to create email/eblasts, newsletters, flyers and manage list of UMW unit members.
 2. Simple excel spreadsheet can also be used to maintain the unit officers and member a) name b) physical address c) best contact, cell or home d) email address e) other pertinent data such as birthday, etc.
- f. Assist the President and Secretary with Unit meeting coordination:
 1. Coordinate unit meetings using one of the following platforms such as Zoom, Free Conference Call, Go to Meetings, Google Hangouts, Cisco Webex Meetings, etc.
 2. Some of these platforms can be used with home phones, cell phones, laptops, tablets, etc. and may allow you to record and listen to recorded meetings later.
- g. Communicate frequently and often with unit members.

Templates

- Templates for slides, banners for branding newsletters or flyers, guidelines for composing slides or materials representing UMW:
 - <https://www.unitedmethodistwomen.org/logos>
 - <https://www.unitedmethodistwomen.org/brandbook.pdf>
- Note that certain fonts should be used to make materials readable for all. Pay attention to language; certain terms are always capitalized and UMW is a singular noun representative of the organization as a whole.
- When using logos, they should appear without alteration so that branding is kept. When using photos, stock photos should be avoided; use real members of United Methodist Women. Action photos are more desirable than people standing in rows.
- Certain colors should be used to showcase our energy.

9 C's of Communication

1. **Clear** - When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either. To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say. Information and actions required, must be clear so the reader has the information they need to take action.

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9 C's of Communication (Continued)

2. **Concise** - When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.
 - Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."
 - Are there any unnecessary sentences?
 - Have you repeated the point several times, in different ways?
3. **Concrete** - When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.
4. **Correct** - When your communication is correct, it fits your audience. And correct communication is also error-free communication.
 - Do the technical terms you use fit your audience's level of education or knowledge?
 - Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.
 - Are all names and titles spelled correctly?
5. **Coherent** - When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.
6. **Complete** - In a complete message, the audience has everything they need to be informed and, if applicable, take action.
 - Does your message include a "call to action," so that your audience clearly knows what you want them to do?
 - Have you included all relevant information – contact names, dates, times, locations, and so on?
7. **Courteous** - Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.
8. **Credible** – Does your message improve or highlight your **credibility**? This is especially important when communicating with an audience that doesn't know much about you.
9. **Creative** – Does your message communicate creatively? Creative communication helps keep your audience engaged.

Suggested Resources, Publications and Websites

- United Methodist Women Handbook
- United Methodist Women Prayer Calendar
- Response Magazine
- Status and Role of Women (SROW)
- United Methodist Women Logos and Templates - <https://www.unitedmethodistwomen.org/members-leaders/responsibilities/communications>
- Logos - <https://www.unitedmethodistwomen.org/logos>
- UMW North Texas Conference Website – https://www.umwnorthtexas.org/officers_conference_district
- UMW North Texas Conference UMC - <https://ntcumc.org/umw>
- UMW National Website - <https://www.unitedmethodistwomen.org>

Source: The seven Cs of Communication, 28th June 2017, Live it, Management & HR

HOW TO CREATE A NEWSWORTHY EVENT IN YOUR CONFERENCE



BE RELEVANT

Craft A Meaningful Community Event

News outlets want to see that you are in-tune with current events in your community and are finding a way to answer the needs of people around you.

CONSIDER:

A block party for a crime filled neighborhood.

A 5k to raise money for a common cause.

A mission day with projects open to community volunteers.



BE VISUAL

Frame Media Photo Opportunities

Visually showcase the event to make it media friendly on the day of the event and also if you pitch event coverage to the media directly.

Will there be a shot of a room full of volunteers at work?

Set up a picture ready scene beforehand.

Could you have a special guest ready to interview?



BE SOCIAL

Use Social Media for Effect

Social media is inexpensive and people check it continually.

Use Twitter and Facebook to recruit volunteers (while simultaneously advertising).

Social media tells stories well. Tag everyone involved and have everyone spread the news.

Use quotes and stats for effect.

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RethinkChurch.org



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HOW TO CREATE A NEWSWORTHY EVENT IN YOUR CONFERENCE



BE NOTE WORTHY

Involve Well Known Community Figures

People in the public spotlight will interest the community, a demographic the local media hopes to serve.

Will the Bishop participate in your project?

Will the Mayor attend and give an official welcome?

Is there a celebrity that you can involve, such as a popular local band to play music during your meal-packing event?



BE THOROUGH

Strategic Public Relations Efforts

Be thoughtful about your PR efforts and approach. Several steps need to be completed:

Press releases should be sent at least 2 weeks prior to the day of your event with a quote from an event leader and how people can get involved.

Follow up with reporters who have covered similar events and let them know why they should also cover yours.

Gather a list of media contacts from radio, print, and television (religion reporters are always helpful if you have them).

Send out a reminder to the media 48 hours prior to the event with all of the information.

On event day, be ready to welcome members of the media and prep several spokespersons who are ready to talk about the event.



BE UNAVOIDABLE

Use Paid Media to Boost Awareness

When paid media is used to advertise an event, that raised awareness can help attract the press.

Let UCom help.

Take advantage of the media grants available through RETHINK CHURCH.
(UCom.org/events)



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