



# Summary Document of Grace Communications Plan

August 2022 to July 2023

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## Executive Summary

Grace-wide communication has been identified as a core need for 2022 and into 2024, as identified in the Strategic Plan of Session. A communications plan supports meeting the needs of the congregation and achieving the goals in the strategic plan. The plan must outline communications that is clear, consistent, relevant and integrated across Grace Presbyterian Church. The desired outcomes include:

- A supported congregation, who are reassured, hopeful and engaged during transition
- Fulfillment of the Grace mission, vision and values
- Supported ministers, leaders and ministries with effective and timely communications
- Resources for managing regular (70%) and emergent (30%) initiatives inspired by the Holy Spirit
- Transparent, consistent, regular and data-driven communications that build trust

As a volunteer-driven church, Grace has many messengers – and many messages – with decisions and direction flowing from Session, Ministers, lay leaders, staff, the Presbyterian Church in Canada – and more. The communications plan builds on the need for increasingly sophisticated communications, technology that meets the needs of a hybrid audience of all ages and from all walks of life, as well as integrated messaging. The 5 communications goals are: (Find full goals, metrics and tactics in the full Communications Plan.)

- **Goal #1: August 1, 2022: Develop an integrated annual Communications Plan for Grace to provide congregational care and support and encourage engagement.**
  - Activity #1: Develop the plan alongside of an at-a-glance one-year Editorial Calendar
  - Activity #2: Develop Process Documents for all Major Communications Projects
- **Goal #2: Develop and nurture the online congregation and community**
  - Activity #1: Develop annual social media content calendar: themed monthly campaigns
  - Activity #2: Make Grace highly findable in online search (Google ads, SEO)
  - Activity #3: Champion AV tech that delivers an excellent hybrid experience
- **Goal #3: Use/encourage use of strong, pre-planned communications processes in dealing with obstacles/challenges of trust**
  - Activity: Encourage and support contextualized communications with 1+ form of two-way communications for major decisions/announcements/news.
- **Goal #4: Continue to grow community collaboration and connection with communications project plans**
  - Activity: Support wide invitation and engagement of groups in Grace activities, briefs that outline audiences, channels, and mediums to engage the community
- **Goal #5: Continue to nurture the evolving culture at Grace by using communications to support leadership, community and lay person voices and support change management**
  - Activity #1: Support the ministerial team with planning and timely communications
  - Activity #2: Embrace changing demographics: share stories, voices and images
  - Activity #3 Drive and encourage all forms of stewardship in communications

The communications plan will be measured through monthly communications Session reports, quarterly reviews, project debriefs, an annual analysis and a refreshed plan that goes to Session. Learnings will be applied in real time.

## Sources of Information Flow at Grace: Who communicates?

Communications at Grace comes from many sources, channels, and networks. Some networks are formal, and others are informal. Consistent and accurate messaging helps build trust – as does correcting any questions, lack of information, or misunderstandings that may have arisen.

| <b>Communications Sources</b>                      | <b>Audiences</b>                                                                                   | <b>Roles and Responsibilities</b>                                                        | <b>Channels</b>                                                                          |
|----------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>Session/Liaisons/Clerk</b>                      | Congregation; Elders; Committees                                                                   | Session Highlights                                                                       | Bulletin and website; reports                                                            |
| <b>Elders</b>                                      | District Members                                                                                   | Communicate with districts                                                               | Email; Phone; Visits; reports                                                            |
| <b>Committee Conveners</b>                         | Committee; Congregation; Staff                                                                     | Committee business and activities                                                        | Bulletin, email. Website, staff                                                          |
| <b>Group Leaders</b>                               | Group; Congregation                                                                                | Communicate activities                                                                   | Email, bulletin                                                                          |
| <b>Ministers; Children &amp; Youth Coordinator</b> | Congregation; Session; Leaders/Public/Staff/ Parents/Children/Youth                                | Ministries and needs                                                                     | Pulpit; Meetings; Worship and Fellowship time                                            |
| <b>Communications Specialist</b>                   | Internal: Congregation/Session/Committees/Elders/Ministers/Staff; External: Community/Media/Public | Public internal/external comms (marketing and promotion, digital, print, branding, etc.) | All: web/Email/social media/Media/PCC/Newsletter/Print/Direct mail/Bulletin/ Signage/Ads |
| <b>Staff: SSD Office: Admin Support</b>            | Session; Leaders, Staff Congregation/Clerk/committees/projects/public/rentals/ministers            | Triage and manage day to day operations and facilities/in-person & online events         | email and phone; Email: worship/ Grace Kids/Youth/ Bulletin/mailouts                     |
| <b>Volunteer Coordinator</b>                       | Volunteers; Session; Staff; SSD; Committees                                                        | Volunteer needs                                                                          | Bulletin, website, newsletter, volunteer sites                                           |
| <b>Treasurer</b>                                   | Session; Finance Committee; Congregation; Staff; SSD                                               | Financials                                                                               | Congregational Meetings; Financial Documents/Reports                                     |
| <b>Presbyterian Church in Canada</b>               |                                                                                                    |                                                                                          |                                                                                          |
| <b>Presbytery of Calgary-Macleod</b>               | Congregation; Session; Ministers; Presbytery                                                       | Overview ministers; congregation                                                         | Meetings, website, email through office                                                  |

## Communications Budget

Grace has \$9,000 communications budget, outside of the salary of the communications specialist and committee-specific work. (Communications works with committees on project comms budgets.)

### The communications budget typically contains multiple items: Base Items

|                                                                 |                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Communications tools, platforms, software \$1,500</b>        | 2022: Website, constant contact email platform, Canva Pro, Adobe Creative Suite, etc. <b>2023: Continue – reduce redundant subscriptions</b>                                                                                                                                                    |
| <b>Annual report to congregation and community Est: \$2,000</b> | 2022: In-house writing and design; Outsourced: Printing (500 copies) and mail out to list of 425 households (\$2,500)<br><b>*2023:</b> Print 100 copies, mail out by request to office; email distribution of digital copy – reallocate funds-signage & social media                            |
| <i>Equipment: Camera \$500</i>                                  | <i>Est \$500 *replacement to camera post-COVID</i>                                                                                                                                                                                                                                              |
| <b>Committee/Ministry Budgets:</b>                              | Budget for communications in relation to committees is found in committee budgets (Preaching Grace; Children and Youth/Spiritual Growth; Engagement and Service)<br><b>2022 Estimate:</b> large public campaigns: \$750/\$1000; outdoor signage \$550, social media paid boosts/ads \$100-\$300 |

In 2022, the purpose of the additional items on the communications budget is to:

- increase outdoor presence with key date and event signage
- reduce printing and mailing costs of the Report to Congregation, and reallocate savings to nurture Grace’s online presence with paid social media and Google ads
- Add paid media to organic social media posts to dramatically increase reach and engagement (Pay to play required: organic may reach 100; paid can reach 1000)
- Ad a 1–2-minute overall Grace brand video: previous footage is available

### 2022 Communications Budget Additional Items \$4,700

|                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>\$2,200 Outdoor Signage (does not include committee campaign signage needs)</b> | <b>Annual Outdoor Signage, Online, social media: Outdoor signage \$2,200/year</b><br>Grace does not have significant outdoor signage to promote Worship, events and activities. Having semi-regular outdoor signage on 9 <sup>th</sup> and 15 <sup>th</sup> helps to alert the community to goings-on at Grace, signal important seasons, and invite the community into collaboration with Grace. <ul style="list-style-type: none"> <li>• September \$550; Spring/Summer \$550; Advent \$550; Lent/Easter \$550; Summer – as needed; Committee campaigns as needed</li> </ul> |
| <b>\$1,300 paid social media and Google Ads</b>                                    | Pay to play: Dramatic increase in reach with paid monthly social media campaigns/\$100/month (Lent and Advent \$150)- \$1,200/year                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>\$1,200 Grace brand video</b>                                                   | 1–2-minute Grace branding video                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

The entire communications budget would come in at \$8,200 which leaves \$800 for contingency, emergent or boosted needs. The Grace camera may need additional parts or replacing post-COVID.

## Audiences (Internal and External Stakeholders)

In the early 2000s, Grace was home to approximately 600 members. Over the last 20 years, numbers have decreased to just over 400 members. Before the pandemic, there were more than 200 weekly attendees. During the pandemic, online views ranged from 70 to 266 views.

- Grace reopened in-person worship in the fall of 2021: 348 individuals attended 1+ in-person
- The approximate in-person attendance is 100+ people per week; online views 95-125/week
- In April, Grace began a full re-opening, reconnecting and rebooting campaign

Grace has many internal stakeholders who receive information from multiple mediums and sources: from the pulpit to the bulletin, the newsletter to the website, from Elders and friends in the Family Room on Sundays. Consistent, and accurate, messaging supports a healthy church community. Grace focuses intensely on internal communications and must commit to external communication as well.

### Grace Stakeholders: Internal Stakeholders

| Title                                                                                                                                    | Needs and Messages                                                                                                                           | Roles                                                        | Channels                                                                       | Purpose                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>Congregation</b><br>385 members; 186 adult adherents;<br>Under 12: 13-30;<br>Over 12:5-15;<br>267 donors (average giving: \$2,034.16) | Spiritual needs; pastoral care; worship; leadership; messaging on important news, updates, changes; 2-way comms; context & role in decisions | Vote, stewardship of time and finances; feedback, attendance | Letters; Sunday word of mouth; congregational meetings; Elders, email office   | The congregation serves God: inspired by the Holy Spirit to carry out God's will |
| <b>Children and Youth and Families</b>                                                                                                   | Integration and belonging within the greater church; unique and engaging                                                                     | Fill the church with new energy, ideas                       | Children and Youth Coordinator; emails; texts;                                 | Future of the church                                                             |
| <b>Young Adults</b>                                                                                                                      | Leader, specialized programming, activities. Needs to be shared                                                                              | Link to larger society; faith                                | Worship comms – text, email, social                                            | Future of the church                                                             |
| <b>Leadership</b><br>Session; Elders, Conveners, Leaders, Ministers, Moderator                                                           | Integrated comms on decisions, processes, next steps; two-way comms; Integrate Committees & staff                                            | Communication major decisions/process/direction/committee    | Bulletin; Session Highlights, rep on Sundays; letters; congregational meetings | Govern and oversee the church; act as leadership                                 |
| <b>Volunteers</b><br>167 in 230 roles                                                                                                    | Opportunities, roles/responsibilities/recognition and impact/support                                                                         | 230 roles. Leadership, ministry, work                        | Cindy S; office; emails, bulletin, newsletter etc.                             | Drive church; ministries                                                         |
| <b>Ministers, Music Director, Coord of Children and Youth</b>                                                                            | Support with leadership, ministries, worship, committee work, etc.                                                                           | Direct theological pathway                                   | Pulpit, Sunday mornings, meetings, committees                                  | Spiritual leaders, ministries, congregation                                      |
| <b>Staff: SSD; Treasurer/Volunteers/Office/Facilities/Communications</b>                                                                 | Information on dates, plans, activities, direction and resources to execute                                                                  | Share and execute operations                                 | All channels                                                                   | Support ministers, ministries, committees, work                                  |



## Grace Stakeholders: External: Faith Community, Beltline, and Public Target Audiences

| Title                                                                                                                         | Needs and Messages                                                                | Roles                                                                                                                                           | Channels                                                               | Purpose                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Faith Community</b>                                                                                                        | Invitations and engaging content on opportunities; collaboration opportunities    | Engagement and attendance activities; partners and collaborators in areas such as THR (Truth, Healing and Reconcili), other                     | Personal networks; email lists; social media;                          | Build a faith community that pools resource and drives greater impact                                                                            |
| <b>Groups/Non-Profits</b><br>Food Bank, Brown Bagging/N-Step/Never Too Late/RESET/Connaught/Ave15/City Social Worker/Stardale | A community in need; Grace resources and volunteers; space, stories and impact    | Serve the Beltline community and help meet needs; Align with Grace strategic priorities, values/vision/mission; expertise in executing programs | Personal connections; networks; social media and other places to share | Fulfil Grace vision, mission, live the values; Serve community and meet area needs; Some rental income that supports Grace                       |
| <b>Community Volunteers</b>                                                                                                   | Facilities details, values and community vision and mission, opportunities        | Help meet needs in the Beltline community                                                                                                       | Grace members; volunteers, operations staff                            | Link Grace to the larger community; build a community who serve the Beltline; needs assessment in the area; more human resources and connections |
| <b>Beltline Neighbours</b>                                                                                                    | Share needs/belonging messages/opportunities                                      | Participants in activities/partners/share needs/new members                                                                                     | Networks/email lists/signage/social media/media                        | Fulfillment of Grace vision, mission and living values                                                                                           |
| <b>Public</b>                                                                                                                 | How Grace can meet any needs; community & belonging messages events/opportunities | Participants in Grace activities; Potential partners; share needs of Calgarians; potential new members                                          | Networks/signage/collaborator networks & channels/social media/media   | Wide net for activities/volunteers/Grace community enhancement/neighbour                                                                         |
| <b>Media</b>                                                                                                                  | Compelling, visual and of-interest-to-Calgary media materials                     | Share Grace stories widely and link to larger community/society                                                                                 | TV, radio, print, online, social media, email                          | 3 <sup>rd</sup> party verification; share Grace story widely                                                                                     |