

# The communications matrix

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## High emphasis

We ask these questions to determine whether an initiative receives high emphasis:

- 1 **Is this initiative a way for attenders to respond to a recent teaching from the platform?**
- 2 **Is this an initiative that we expect to draw more than 50% of our congregation to participate?\***
- 3 **Is this a front-door initiative that helps newcomers to Elmbrook take a first step of faith?**

**\*Assumes it directly supports the Elmbrook mission.**

**If it meets at least one criterion, it receives high emphasis.**

### Example initiatives:

- Launches of key ministry initiatives, as determined by lead team with input from Communications Director (e.g. @HOME Resource Center, video venue support) [1, 2]
- Harvestfest [1, 2]
- Serve or Give campaigns [1, 2]
- Elmbrook Serves Saturday [2]
- Faith Promise [1]
- Connecting students into Home Groups [2]
- Connecting adults and young adults into Life Groups and/or Home Groups (e.g. Group Connect ) [2]
- Trimester Life Group registration [2]
- No Regrets Conference [2]
- InspireU/Breakaway [2]
- Women's Christmas Event [3]
- Faith Foundations/Starting Point [3]
- Christmas, Easter, ACM
- Weekend worship (adults, children, students) [2]
- Parent Summit [2]
- Camp Vertical / Zoom [3]
- Ask Anything [3]
- Disaster Response [2]
- Videos to support weekend worship service messaging [1]

**Available communication tools:** See left column, page 4.

**Who initiates communication plan:** Communications Team, in collaboration with ministry stakeholder(s). The goal is to begin the planning process far in advance for maximum effectiveness.

## Medium emphasis

If an initiative doesn't fit in high emphasis, we ask these questions to determine whether it receives medium emphasis:

- A. Does this initiative/event support or feed into a high-emphasis initiative?**
- B. Does this initiative/event develop leaders of leaders?**
- C. Is it a ministry-sponsored initiative/event that is likely to reach a significant number of seekers and introduce them to Christ? (may need lead team verification)**
- D. Is this initiative a public celebration of life change through Jesus?**

**If it meets at least one of these criteria, it receives medium emphasis.**

### Example initiatives:

Celebrate Recovery [A]  
Launch of new child check in process [A — weekend worship]  
Unleashed [B]  
Explore Mission Sunday [A — Harvestfest]  
Baptism [D]  
Parent/Child Dedication [D]  
Stories of global and local mission partners [A — Harvestfest]  
SHAPE [A — Serving]  
Seasonal on-ramps for students (e.g. fall and summer student program brochures) [A — Connecting students]  
Student outreach events (e.g. Masquerade, summer camps) [C]  
Student leader training (e.g. GO) [B]  
Leadership Training / Refuel [B]  
Newcomer Luncheon [A — Connecting adults, serving, missions]  
Collide [A — Connecting young adults]  
iMoms [C]  
Steps of Grace events [C]  
TNL [A — Connecting adults]  
Her Life Matters / No Regrets Study Series [A — Connecting adults]  
Family Outdoor Event [C]  
Marriage Conference  
Man-b-Que [B]  
Testimony / life change videos [D]  
Videos created for use during a high-emphasis event [A]

**Available communication tools:** See middle column, page 4.

**Who initiates communications:** Ministry stakeholder(s), with Communications Team support.

## Light emphasis initiatives

**All other initiatives receive light emphasis.**

### “Insider” initiatives:

Men’s Golf  
Senior Fellowship  
Hungry Man breakfast  
Prayer ministry  
Membership classes  
Orphan Adoption / Safe Families

### “Getting strong” initiatives:

Crown Financial  
premarital classes  
support groups

### Niche initiatives:

Latino Ministry  
Immigration class  
Mission opportunities  
ECCEC  
Upward Sports  
Steps of Grace  
Special needs support  
Beyond the Books  
LEAP

**Available communication tools:** See right column, page 4.

**Who initiates communications:** Championed by ministry stakeholder(s), with coaching and support resources provided by Communications Team.

# Communication Options

NOTE: Not all available options may be advisable for your specific event.

	HIGH	MEDIUM	LIGHT
<b>WEBSITE</b>			
Website home page exposure (ad)	X	X	
Website unique landing page design	X		
Website (regular page)	X	X	X
<b>BULLETIN / IN-SERVICE</b>			
Bulletin insert	X		
Drama or original composition	X		
Bulletin ad	X	X	
Next Step card checkbox	X		
Sanctuary slide	X		
Monthly print Happenings insert	X	X	when space
Video announcements	frequent	occasional	
Video production for use in sanctuary	X	as available	
Platform announcement	X		
Life change stories via video or other means	X	X	
<b>ENVIRONMENT</b>			
Lobby banners, signs, tables, staff @ info booths	X		
Lobby slides	X	X	
<b>E-MAIL</b>			
Bi-weekly Events email	X	X	
Church calendar on website	X	X	X
Constant Contact (CC) email to opt-in list	X	X	X
CC email to all-church list	X		
<b>PRINT DESIGN</b>			
Identifying graphics	X	X	
Brochure	X	X	
Printed invitations for outreach	X		
Snail-mail to demographic-based ACS list	X	X	
Banners/signage design	X	X	
<b>PERSONAL COMMUNICATION (DIY - coaching available)</b>			
Social media	X	X	X
In-person announcements at group gatherings	X	X	X
Personal emails for group leaders to pass along	X	X	X
<b>EXTERNAL MARKETING</b>			
Community promotion (e.g. billboard or ad)	X		