

COMMUNICATION MATRIX

Pantano Christian Church

HIGH EMPHASIS: Communication requests that targets over 80% of the audience

Questions we ask to determine whether a request receives HIGH EMPHASIS:

1. Would this request be a way for attendees to respond to an upcoming teaching series?
2. Would this request draw more than 80% of our congregation to participate?

**These questions will influence our decision on if the request receives A HIGH EMPHASIS.*

Requests (Examples):

- Leadership Summit
- December Nights & New Life Celebration
- Connect Weekend
- Rocky Point Mission
- Student Bingo Night Fundraiser

Promotional Options (Examples):

- Home Page Access & Landing Page
- Stage Announcements
- Custom Video Promotion.Creation
- Weekend Service Handout

Initiating The Communication Plan: A member of the ministry by submitting a [Communication Request](#). The communication team will lead the planning with the ministry leader(s). The communication team will then collaborate, plan, and a carry-out the request for that ministry.

MEDIUM EMPHASIS: Communication requests that targets 40-79% of the audience

Questions we ask to determine whether a request receives MEDIUM EMPHASIS:

1. Would this request support or feed into a high emphasis request?
2. Is it a ministry-sponsored request that is likely to reach a significant number of people and introduce them to Christ? (May need Leadership Team verification)
3. Would this request draw between 40-79% of our congregation to participate?

**These questions will influence our decision on if the request receives A MEDIUM EMPHASIS.*

Requests (Examples):

- Starting Point
- Love and Logic
- Women's Retreat
- Short Term Missions (India, Ecuador)
- Father/Daughter Dance
- Summer Camp Sign Up

Promotional Options (Examples):

- Events Page
- Video Announcements
- Pre/Post Service Slide
- Weekend Ministry Handout (Children's/Students)
- Social Media
- Targeted Direct Email

Initiating The Communication Plan: A member of the ministry by submitting a [Communication Request](#). The communication team will lead the planning with the ministry team. The communication team will then collaborate, plan, and a carry-out the request for that ministry.

LIGHT EMPHASIS: Communication requests that targets less than 39% of our audience

These requests will receive LIGHT EMPHASIS.

Requests (Examples):

- Scrapbooking
- Toddler Time
- MOPS
- Baby Dedication

Promotional Options (Examples):

- Targeted Emails
- Social Media
- Weekend Ministry Handout
- Event Page

Initiating The Communication Plan: A member of the ministry by submitting a [Communication Request](#). The communication team will support and provide guidance to the ministry. The ministry will be responsible to collaborate, plan, and a carry-out the request.

PROMOTIONAL OPTIONS

	HIGH	MEDIUM	LIGHT
WEBSITE			
Home Page Slider	x		
Landing Page Design	x		
Event Page	x	x	x
IN SERVICE			
Weekend Service Handout	x		
Announcement Video	x	x	
Pre/Post Service Slide	x	x	
Weekend Ministry Handout		x	x
Custom Video	x		
ENVIRONMENT			
Lobby Table/Court Yard	x		
Next Step	x	x	
Guest Services	x	x	
EMAILS (Coming Soon)			
MailChimp	x		
All-Church List	x		
Pantano Blog	x		
Targeted Email		x	x
SOCIAL MEDIA			
Facebook & Twitter	x	x	x
Pinterest & Instagram	x	x	x
EXTERNAL MARKETING			
Campaign Advertising	x		

**the x doesn't mean you are guaranteed that promotional option.*