



# VILLAGE SEVEN

PRESBYTERIAN



# COMMUNICATION GUIDE

EQUIPPING MINISTRY LEADERS  
TO SHARE THE GOSPEL

# THE TEAM

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Email: [Communications@v7pc.org](mailto:Communications@v7pc.org)  
3 week design turn-around

## **Erin Smitka**

Video  
Broadcast  
Emails  
Social

## **Erin Kohlhorst**

List Management  
Event Registration  
Printing  
Calendar  
Social

## **Melinda Briggs**

Design  
Website  
Social  
Strategy  
Planning

## STEP 1 GET APPROVAL

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Talk to the pastor who is in charge of your area for approval.

[www.v7pc.org/staff](http://www.v7pc.org/staff)

## STEP 2 CHECK THE CALENDAR

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Chances are the pastor is going to tell you to go for it -- but they will have no idea of other events taking place during that time. Check eSpace calendar for availability for your event. If it is open, make a request to reserve the date, room location and the other services needed.

[www.v7pc.org/room](http://www.v7pc.org/room)

## STEP 3 CREATE A PLAN

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Meet with your team and take a minute to fill out the communications request form. This will help you and the communications team get on the same page.

Timeline: 8 Weeks before the event date is ideal to start to advocating for the event.

[www.v7pc.org/comm](http://www.v7pc.org/comm)

C CLARITY

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O OWNERSHIP

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M MOMENTS

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M MEASURABLES

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# CLARITY

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- Define the purpose of the event to bring clarity.
- Establish the event's role within the mission to make, equip and deploy disciples.
- Specific Target Audience. Clarify exactly who this the event designed to reach.
- Start with **WHY**. Keep it simple.
  - Why is this important?
  - Why will this add value to people's lives?
  - Why does this event connect with the overall vision of the church?

# OWNERSHIP

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- Gather planning input from the demographic you are trying to reach.
- Create a hype team: 5-8 people who will comment, share and like posts on social media.
- Less broadcast and more access. Turn your team loose. Share the inside scoop of what questions you are exploring when planning, what does the behind the scenes look like? What are the stories of the people who are involved.?

# MOMENTS

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- If this is your first time putting on an event, make the experience one that people will talk about. Give them something unique to share with their friends.
- On average more than 66% of people hear about events or classes from word of mouth. This will be your biggest advocacy.
- Start conversations and tell stories that are meaningful.

# MEASURABLES

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- Create a quick survey for feedback and distribute it at the end of your event. You can learn so much.
- Contemplate what you wanted to accomplish, was it:
  - Influence attendance.
  - Change outlook.
  - Stimulate engagement.
- Add the question “How did you hear about this event?” on the registration page.