

10 Obstacles to Effective Church Communication

1. When all messages are communicated as if they have the same importance and urgency people won't know which to prioritise.
2. If the same message is communicated the same way, too many times, people tune out ("I've heard this before").
3. If people can't quickly see why the message is relevant to them, they will switch off.
4. If the person communicating the message is long-winded or speaking as a third-party advocate people will tune out.
5. If it's unclear what people should do as a result of the communication, they probably won't do anything.
6. If different messages are communicated at different times, people will be confused.
7. If people can't respond straight away, it's unlikely they'll remember to respond when they get home. That is, if it's not easy to respond, they probably won't.
8. Blanket or general announcements and mass emails asking people to respond/serve/give usually have very little impact.
9. When the communication is about an event too far in advance, people will tune out (most people don't think or plan long term as they have enough going on in the short term!).
10. If people think they're the only one likely to respond, they probably won't respond.