

THREE SIMPLE QUESTIONS TO IMPROVE CHURCH COMMUNICATIONS

Encourage your team to think through the following questions:

What do we need to communicate?

Both internally and externally

Short-term and longer-term

Who decides?

How will we communicate it?

Using current means only or do we need to add some extra layers?

Are we using all available channels?

Are we missing a section of our potential audience?

Whose responsibility is it to ensure this happens?

Are we making assumptions or have we designated an individual or a team?

Are we giving those responsible the training and resources they need?

What simple steps can we take to improve our communications as a parish?