



Communication Guidelines

	TIER 1	TIER 2	TIER 3
Who Does It Apply To	ENTIRE CHURCH OR WE WANT TO STRATEGICALLY PROMOTE	50+% OR IMMEDIATE ACTION STEPS	SPECIFIC GROUPS OR NICHE EVENTS
Communication Request Submission Timeline	3-6 MONTHS PRIOR	6-8 WEEKS PRIOR	4-6 WEEKS PRIOR
Communications Drivers	COMMUNICATIONS TEAM PARTNERING W/LEAD PASTOR	COMMUNICATIONS TEAM PARTNERING W/MINISTRY LEADERS	MINISTRY LEADER COACHED BY COMMUNICATIONS TEAM
Communications Channels & Timelines	ALL/MOST CHANNELS 4-8 WEEKS PRIOR	MOST CHANNELS 2-4 WEEKS PRIOR TO REGISTRATION DEADLINE	SOME CHANNELS - EMPHASIS ON FACE-TO-FACE 1-3 WEEKS PRIOR
Examples	CHRISTMAS, EASTER SERVICES MEAL PACKS BIG OUTREACH EVENT (FALL FEST) BIG SERIES (LIFE ON MISSION)	ROOTED MOBILE FOOD PANTRY MARRIAGE/FINANCIAL EVENTS LIFEGROUP FAIR MINISTRY CAMPS/KICK-OFFS	NEW LIFEGROUPS PULSE CAMPS/EVENTS MOTORCYCLE RIDE ADOPT-A-HIGHWAY WORSHIP NIGHTS

Note: Depending on the season and other initiatives, events, etc. the examples may fluctuate into another Tier. That will be at the discretion of the Communications Team.