

LIFEPOINT CHURCH

COMMUNICATIONS DREAM TEAM HANDBOOK

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WELCOME TO THE COMMUNICATIONS TEAM!

“But how can they call on him to save them unless they believe in him? And how can they believe in him if they have never heard about him? And how can they hear about him unless someone tells them? And how will anyone go and tell them without being sent? That is why the Scriptures say, “How beautiful are the feet of messengers who bring good news!” (*Romans 10: 14-15*)

As believers, we possess the most vital message in the world: the gospel. As a church, we have created processes that guide individuals along the spiritual pathway to know God, find freedom, discover purpose, and make a difference. The best way we know to encourage people to take these next steps is through clear and unified communication. This is why, as the Communications Team, **our vision is to create meaningful communication that helps move people towards taking a next step.**

In order to do that effectively, we aim to streamline communication for the organization at large into clear, unified, and impactful communication that represents the heart of God and our pastors and helps to propel **the church’s mission of leading people far from God into a full life in Christ.**

ONBOARDING PROCESS

We are so glad you've decided to join the Communications Dream Team! Whether serving with our designers, film makers, environments team, photography, or any other role, we appreciate you and cannot wait to see you live out your God-given purpose through this opportunity.

Below is the onboarding process.

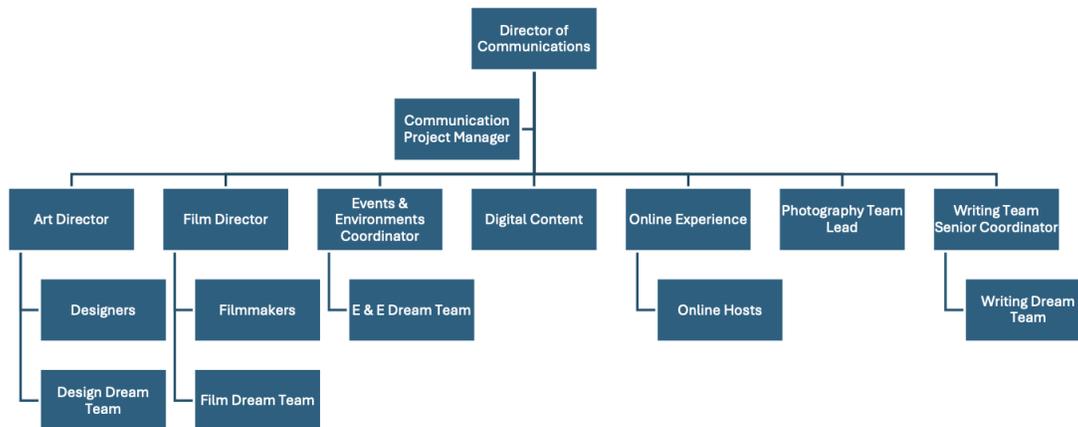
1. Attend "*Join the Team*" at your campus
2. Complete a Background Check (if needed)
3. Connect with the Communications Team
4. Team Specific Training

Here's what you can expect during your training time:

- Personal interview to determine the best fit for you within the team you are interested in joining.
- Team placement: Your team leader will help you to discover the best fit within the team you are joining. What you are passionate about, and the time you are able to commit to learning and serving.
- A one-on-one review of this handbook is needed. Certain sections may be reviewed in more or less depth depending on your Dream Team role to deepen your understanding of the Communications Department and the role you play within the larger department as well as the overall organization.
- Team-specific training will vary based on your selected dream team role.
- Direct mentorship throughout your onboarding process. We use the model of "I'll do and you watch; we'll do it together; you'll do and I'll watch; you'll do on your own and recruit others to join you."

ORGANIZATIONAL STRUCTURE

The Communications Department is made up of multiple teams with specific concentrations. These teams come together in a collaborative approach to create clear and meaningful communication pieces for a variety of audiences.



Director of Communications: Our Director of Communications is ultimately responsible for oversight of all teams listed below and for establishing communication priorities and methods for the organization at large. He or she works with departments and campuses to create communication strategies for events, series, and general awareness.

Design Team: Produces digital and print design for all global church needs. Collaborates with departments to create resources as requested and/or to provide oversight and direction to contracted designers. Designs include, but are not limited to:

- Global series and event branding/resources
- Departmental and campus events and initiatives
- Printed resourcing such as invite cards, flyers, and promotional items
- Merchandise
- Social media
- External marketing ads (digital design and print design)
- Website design

Film Team: Produces videos for all global church needs. Collaborates with departments to create resources as requested or to provide oversight and direction to contracted filmmakers. Videos include, but are not limited to:

- Stories
- Creative films
- News
- Celebratory films and/or recaps
- Updates (talking-head style)

- Motion backgrounds, countdowns, and roll-in videos
- Video podcasts
- External video marketing ads

Environments Team: Responsible for the look & feel of physical environments for global church needs. Environmental designs include, but are not limited to:

- Foyer and photo booth design for the Big 3 (Easter, Christmas, At the Movies)
- Environmental collaboration for events such as Flavor, Youth Conference, and collaboration on campus-owned events such as Mother's Day

Digital Content Team: Creates messaging and drives execution of digital communication strategy and marketing. This includes, but is not limited to:

- External marketing
- Social media
- Emails/drip email campaigns
- Website and app content

Online Experience Team (OEX): Includes programming and messaging of the online experience. This team falls under the oversight of the Director of Communications, but includes individuals from teams in other departments as well as the Dream Teams listed below:

- Online Hosts
- Producers

Photography Team: Captures the life of the church through photos. Including moments such as:

- Weekend worship experiences
- Dream Team serving
- Guests engaging in next steps
- Events

Writing Team: Use written words and editing skills in different media areas including:

- Weekly Sermon Guides
- Small Group Study
- Draft Training materials
- Draft copy such as social media posts, emails, etc.
- Review and edit copy to be in alignment with brand voice, integrity, and grammatical correctness.

OUR CULTURAL VALUES

These values define our church culture at large, embraced by both our staff and Dream Team.

LOVE GOD

Principle: INTIMACY IS PRIORITY

Description:

- Our relationship with God is the most important thing about us.
- We abide in the Spirit to bear supernatural fruits.
- We commit to prioritizing and cultivating spiritual disciplines.

Principle: CHARACTER OVER TALENT

Description:

- Who we are is more important than what we can do.
- Our integrity is produced through our intimacy with Jesus.
- We give our all with pure motives.

Principle: CONFIDENT IN CALLING

Description:

- We are called by God to sacrificially love others.
- Our assignment will change, but our calling remains secure.
- Our confidence comes from God's love; we have nothing to prove.

LOVE PEOPLE

Principle: CHOOSE HONOR

Description:

- We perceive everyone as treasured by God.
- We honor ourselves, our peers, our leaders, and those we serve.
- We look to give honor away rather than receive it.

Principle: LIVE GENEROUSLY

Description:

- Freely we have been given, and so freely we give.
- We live open-handed with our resources: time, energy, talent, and finances.
- We live open-hearted with our love: people are the point.

Principle: DEVELOP LEADERS

Description:

- We are developers, not doers: we bring people along.
- We look for potential, create opportunities, and empower purposes.
- We measure success by the value we add to others, not the value we get.

BE LIFE-GIVING

Principle: MY SPIRIT, MY CHOICE

Description:

- Choices lead, feelings follow: we choose joy.
- We are the thermostat, not the thermometer.
- We do hard work with light hearts.

Principle: CELEBRATE INTENTIONALLY

Description:

- We praise each other's efforts and success.
- We party on purpose (and as often as possible).
- We express gratitude freely.

Principle: BE RESILIENT

Description:

- We recognize that spiritual warfare requires endurance.
- We take things to heart, but not personally.
- We expect challenges, embrace change, and remain flexible.

PURSUE EXCELLENCE

Principle: STAY SHARP

Description:

- We develop our anointing through spiritual disciplines.
- We are committed to and hungry for growth.
- We take personal ownership of our development.

Principle: WE ARE OWNERS, NOT RENTERS

Description:

- We edify the Church and are committed to its advancement.
- We are sons/daughters: we have trust and permission.
- This is our house, our legacy: we care for every part.

Principle: ONE TEAM, ONE FIGHT

Description:

- We choose collective purposes over personal preference.
- We pursue accountability and feedback in order to grow.
- We are interdependent: collaboration is key.

OUR LEADERSHIP COMPETENCIES

Cast Vision

- Communicate the mission
- Connect people to it
- Inspire them to join

Communicate Clearly, Often, and Honestly

- Create clear expectations
- Provide consistent feedback
- Tell the whole truth (give your last 5%)

Create Opportunity

- Bring others with you
- Look for potential
- Empower people

Cultivate an Environment of “We”

- Be loyal to the team
- Embrace collaboration
- Love sacrificially

Convey an Attitude of Hunger

- Always be evolving
- Pursue innovation
- Ask insatiable questions

EXPECTATIONS

Dream Team Member – A person who has discovered their purpose and is making a difference on the Dream Team.

- Serves in the rhythm of “serve one, attend one”. Based on the service times at your campus, this could mean serving weekly or bi-weekly. Your leader will help to determine the best serving rotation for your unique role and availability.
- Regularly communicates with his or her Team Leader regarding prayer requests, personal development, and serving availability.
- Your leader will reach out to check on you by phone, text or email. Please communicate back to your leader promptly.
- You will also have a one-on-one check-in meeting with your leader at an interval you establish with your leader. This time allows you to communicate with your leader and develop personally and in your role. Please think about where you desire to grow, come to the meeting with questions, and share what you are doing with the feedback you have received. You will be given various opportunities throughout the year for ongoing training.
- Remember that we all have a sphere of influence and play a part in helping others take their next step. So while we are serving and fulfilling a role, we should always bring someone along with us to join the team. If each person constantly has eyes to see people join them on the Dream Team, we will be in a consistent motion of recruiting new people.
- Depending on your role, you may be asked to sign an honor code.

Team Specific Expectations, Meetings & Rhythms

- **Online Hosts:** Prepared communicators are effective communicators, review notes and talking points in advance. Be on time for your serving opportunity.
- **Film Dream Team:** Depending on your experience, training sessions will be offered or required to develop the skills needed to be part of this team at various levels. Serve as needed on Sundays (OEX production or capturing b-roll) and/or at film shoots throughout the week. Serving at shoots is not required; this is based on your availability and desire to grow as a filmmaker.
- **Design Dream Team:** Depending on your experience, training sessions will be offered or required to develop the skills needed to be part of this team at various levels. Serve as needed throughout the week and on Sundays, based on availability. This dream team role can often be accomplished at home with the right equipment and programs.
- **Admin/ Content Dream Team:** Fills a variety of needs on the team, serving throughout the week based on availability. This serving role can often be done from home. Attend regular monthly meetings and project specific meetings with your leader.
- **Environments Dream Team:** Attend event vision meetings with your leader, create mood boards or make purchases as requested, and attend set-ups for any events for which you are part of creating the environment.

- Writing Team: Draft weekly sermon discussion guides and questions to equip small group leaders. Additional special writing projects occur throughout the year, and the team will collaborate.
- Photography Team: Depending on your experience, training sessions will be offered or required to develop the skills needed to be part of this team at various levels. Serve as needed throughout the week and on Sundays, based on availability.

PROCESSES, SYSTEMS, AND RESOURCES

Creativity, Collaboration, and Global Communication Strategy

As a large organization, there are many communication needs and opportunities. Without a channel through which those needs are funneled, our messaging quickly becomes muddied – lacking clarity, unity, and therefore significance for the hearer. White noise is tuned out, no matter how important our message is.

With focused **creative energy, collaboration,** and a **global communication strategy,** we aim to curate messages by various methods that move people towards their personal next steps along the spiritual pathway.

The global communication strategy is developed through various processes centered on the church-wide global calendar, the yearly vision and initiatives set by our Senior Pastors, collaboration with campuses and departments, and a request system.

Request System:

For all other communication needs not accounted for by the above, we have an a la carte request system available for department and campus use.

These request forms include:

- Communication plans
- Photography
- Design
- Film
- Social media
- Email
- Environmental design

Each type of request has a unique execution timeline, indicated on the request form. The Communications Department Project Manager oversees all incoming requests, gathering further vision and info from the requestor as needed, and then assigning the project to a team member for completion. Most projects happen through a collaborative approach with the requesting individual and multiple members of the Communications Department. When a project involves major copy or lacks clarity in vision, the Director of Communications also participates in the process to ensure organizational clarity and consistency.

Communication Methods, Platforms, and Timelines

As a large organization, our church has global communication platforms and methods as well as department and campus-specific platforms. While the Communications Department does not have direct oversight over all departments or campus-specific communication, the team does provide ideas, resourcing, and feedback for them as needed or requested.

For each event or initiative, the Communication Plan provided to the Department Head or Event Owner will review the suggested communication dates, platforms, and methods. Depending on the department's needs and the content being created, proof and approval processes will vary. Some planning will be more collaborative than others.

Communication Platforms: The church-wide communication platforms, directly managed by the Communications Department, are as follows:

- Digital
- Print
- Programming
- External Marketing

Communication Methods: In addition to a platform, all communication is filtered through various methods based on the initiative's needs.

- Digital Methods
 - Email (*all emails sent through Mail Chimp or going to audiences larger than 100 people require approval through the Communications Department*)
 - Social media (*Lifepoint Church, Pastor Daniel Floyd & Flavor accounts*)
 - Website (*lifepoint.org*)
 - Texting services (*church-wide only*)
 - Lifepoint App
 - YouTube (*Lifepoint Church account*)
 - Podcast (*Lifepoint Church*)
- Programming (In-Room & OEX) Methods:
 - Pre-service slides
 - Host talking points
 - Video elements such as story and promo
 - Graphic elements to include screen content and lower thirds
- Print Methods:
 - Invite cards
 - Welcome guides
 - FTG folders
 - Posters, flyers, and other in-service handouts
 - Promotional items

- External Marketing Methods:
 - Geo-targeted digital ads
 - Billboards
 - Newspaper and magazine ads
 - Commercials
 - Yard signs, posters, table tents, etc.
 - Promotional items
 - External events and sponsorships (Richmond Squirrels, Community Fest, etc.)

Communication Timelines: Most global events are categorized based on their regularity and organizational weight. Communication timelines are established through categories but also remain fluid and adjustable to account for the specific needs of the department, event, and organization at large.

Categories:

Big Three

Global announcement: Four Sundays prior to launch

Communication plan complete: Three months prior to launch

- Easter
- Christmas
- At the Movies

Regular Events

Announcement: At least one Sunday prior to launch; some communication also on-going

Communication plans complete: N/A (on-going)

- Baptism
- Join the Team
- Youth Night
- Lead a Group
- Baby Dedication
- One Serve

Seasonal Events

Announcement: Three Sundays prior to launch OR seasonal pushes as appropriate

Communication plan complete: Two months prior to launch

- Year-End Offering
- Join a Group
- Lifepoint College
- All In / Hands on the Net
- Dream Team Events & Trainings

Conferences + Multi-day Events

Save the Date: One year in advance

Announcement: 2-3 months prior to launch (*one-day event*) or 4-5 months prior to launch (*two day event*)

Communication plans complete: 6-8 months prior to launch

- Flavor
- Men's Night
- Kingdom Builder Dinner
- Youth Conference
- Revival Nights
- Kids Conference
- 12 Days of Prayer & Fasting
- Paint the Town Red

Series

Announcement: One or two Sundays prior

Communication plan complete: N/A

Resources

Below is a list of resources you may need for your new role as a Dream Team Member. Please note that each resource will require your direct supervisor and/or an admin of that tool to create an account for you.

Each of the resources below will be explained in full to you during your training process, so that you can gather an understanding of how to use each tool and what the purpose of it is.

- Microsoft Suite (email, calendar, docs, teams, etc.)
 - Online Hosts
- Slack
 - Photography Team
- Planning Center
 - Online Host
- Basecamp
 - Design Dream Team
 - Film Dream Team
- Church Metrics
 - Admin Team

Additionally, based on your role you may be given Lifepoint account login information or admin permissions to platforms such as YouTube, Facebook, and Jotform.

SAFETY POLICIES & PROCEDURES

Working with Dream Team Members/Students Under 18 Years of Age

The following is standard information that pertains to all Dream Teams at Lifepoint Church.

Lifepoint Church has a policy of mandatory reporting. If a Dream Team member has reason to suspect that a child is abused or neglected, the matter must immediately be reported to a staff member by phone or in person. The *Guide for Suspected Child Abuse* has more information regarding this policy.

While working with young people, at times you may become aware or suspect that a student is harming/has desire to harm himself/herself or others. In these situations, speak with a staff member immediately so that assistance can be provided before the student leaves. Avoid promising a student that what they share with you is confidential or secret because at times you may need to share the information with someone who can help them. It is very important to report any suspicions (potential or proven) and allow staff to evaluate the situation.

All Dream Team members must ensure that communication and interactions (in person, via calls/texts, social media interaction, etc.) with students are not hidden/out of view from others, especially during one-on-one conversations. Physical contact should always be publicly appropriate and contextually suitable (example, high fives, side hugs), and never in a manner that could be interpreted as inappropriate or intimate. Parents must always approve of any mentoring or discipling relationships with students.

THANK YOU!

Again, we are so excited that you have decided to join the Communications Department as we create meaningful communication that moves people to their next steps.

Whatever unique role you are playing on this team, we are praying and believing that God will combine His super with your natural and do exceedingly more than any of us could have imagined, all through your willingness to join this mission.

As you begin this journey, stay connected to your direct leader and let him or her know how they can best support you. Additionally, as the Director of Communications I am honored to come alongside you and your leader for anything you may need. Please feel free to contact me at ltinnell@lifepoint.org.

The best is yet to come!