ROCKY MOUNT CHURCH

COMMUNICATIONS OVERVIEW

COMMUNICATION IN CHURCH

Church communications encompass everything from weekly announcements and event promotions to branding, social media, and digital engagement. By establishing clear guidelines and best practices, we can maintain consistency, enhance collaboration, and steward our resources wisely, all while keeping our focus on transforming religion into a relationship with Jesus Christ.

In other words, RMC Communications is a ministry that supports other ministries, giving you the tools needed to engage your people.

COMMUNICATION MINISTRY GOALS

There are three main goals for Rocky Mount Church's communication support: **quality, collaboration, and accountability.**

QUALITY: WHAT WE DO MATTERS. WHAT WE SAY MATTERS. HOW WE COMMUNICATE MATTERS.

If we agree that we have the greatest message and the most important relationship to introduce to the world, then we should agree that presenting this message, and this Person, needs to be done thoughtfully. Our goal is to transform lives with a true and living relationship with Jesus, but to do so, we need to reach people with the truth of who He is. This truth needs to be communicated with care.

> *Do your best to present yourself to God as one approved, a worker who has no need to be ashamed, rightly handling the word of truth."*
> **— 2 Timothy 2:15 (ESV)**

COLLABORATION: WE ARE A TEAM.

What affects one ministry affects them all, especially as we share target audiences and communication mediums. Rather than working in isolation, we need to support one another and plan our communication in tandem. This also means being mindful of each other's time and ongoing project demands.

> *So if there is any encouragement in Christ, any comfort from love, any participation in the Spirit, any affection and sympathy, complete my joy by being of the same mind, having the same love, being in full accord and of one mind. Do nothing from selfish ambition or conceit, but in humility count others more significant than yourselves. Let each of you look not only to his own interests, but also to the interests of others."*
> **— Philippians 2:1-4 (ESV)**

ACCOUNTABILITY: WE NEED EACH OTHER.

Everyone makes mistakes, and it's unwise to assume that we won't stumble from time to time. We need each other's gifts and insight, especially when it comes to what we say, write, or create. When we create something new, we should rely on each other to refine and strengthen it. Each person brings unique skills, experiences, and perspectives that help shape our communication in a way that is clear, compelling, and true to our mission. By seeking feedback, embracing constructive criticism, and collaborating with humility, we ensure that what we share is not just good—but the best it can be for those we serve.

> *Where there is no guidance, a people falls, but in an abundance of counselors there is safety."* **— Proverbs 11:14 (ESV)**

COMMS STRATEGIES

7 ESSENTIAL RULES FOR CHURCH COMMUNICATIONS

Rule #1: Measure Success by 'Next Steps'

Numbers in seats don't tell the whole story, life change does. The best way to gauge effectiveness is by tracking the next steps people take in their faith journey. When leaders are on the same page about this, we eliminate confusion and set clear expectations.

Rule #2: One Place for All Next Steps: The Central Hub

Every next step should point to **one** place, The Central Hub, not scattered across bulletins, emails, or lobby conversations. Our website should serve as this 24/7 accessible hub, where people can find information, sign up, and take action. A static webpage won't drive engagement, but a well-designed Central Hub will.

Rule #3: Keep the Message Consistent

For The Central Hub to be effective, we must use the same call-to-action every time. Instead of saying, "Check the website," be specific: **"Go to rockymountchurch.com or visit the welcome desk."** Clarity and consistency drive action.

Rule #4: The 50% Rule – Keep It Relevant

If an announcement doesn't apply to at least half the congregation, it shouldn't go in church-wide emails, social posts, or announcements. This keeps communication focused on what matters most.

Rule #5: The '1-in-5' Rule for Social Media

Only 20% of our social media posts or emails should be promotional; the rest should focus on ministry, stories, and engagement. Instead of just promoting church events, use social media to do ministry.

### Rule #6: Sprint & Sprinkle: When to Bend the Rules

- **Sprint Promotions:** Big church-wide campaigns (two-four per year) that break the usual rules but only last one-two weeks (e.g., Easter and Christmas campaigns)

- **Sprinkle Promotions:** Small exceptions that allow flexibility while still keeping communication balanced (e.g., a youth fundraiser or missions update)

Rule #7: The Church Promo Formula

Every promo should follow this simple formula: **1 Story + 1 Next Step.**

The story inspires, and the next step guides action (using the same script from Rule #3). This applies to announcements, emails, and social media. By focusing on inspiration over information, we help people move forward in their faith journey![1]

BEST PRACTICES

THE
IRON TRIANGLE

GOOD

FAST

CHEAP

HIGH COST

LOW PRIORITY

LOW QUALITY
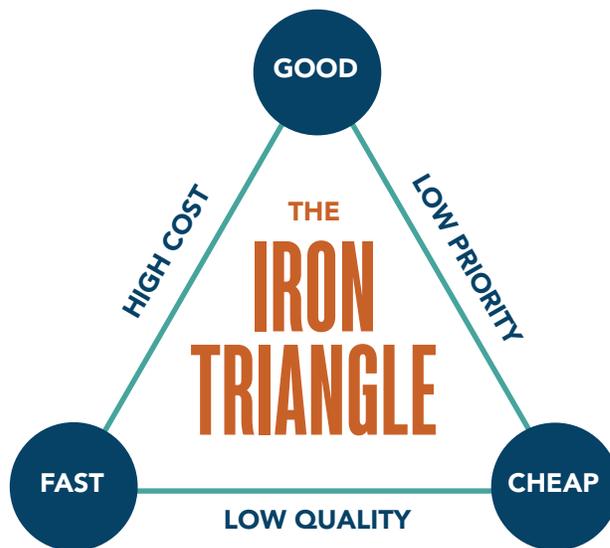
> *The time to repair the roof is when the sun is shining."*
> **— John F. Kennedy**

Communicating effectively requires backwards planning, even months in advance. We want to be good stewards of our time, resources, and relationships. Careful planning is essential. If we don't allow ourselves the time to gather what we need, the project will end up rushed and ineffective.

SUBMITTING A COMMUNICATIONS REQUEST

Before submitting your request, consider how much time is needed to complete the project:

- **New Designs:** 3-4 weeks (includes time for feedback and revisions)

- **Design Refresh/Update:** 1-2 weeks

- **Printing (Local):** 1-2 weeks

- **Printing (Online):** 3 weeks (includes shipping)

- **Publishing/Uploading:** 1 week

- **Promotion Period:** 1 month

- **Total Time from Start to Event:** 2 months

PROMOTION TIMELINE

- **Plan at least five weeks before promotion begins** to allow time for design, printing, and distribution.

- **Begin promoting three to four weeks before the event** to ensure maximum engagement.

- **Example:** For a July 17 event, submit your request by **May 17.**

Even "small" projects should be considered within this timeframe to ensure quality communication, ministry collaboration, and optimal engagement. However, if you do have a project that's a little late in the game, that's okay! Don't hesitate to reach out and send a communication request or meet in person to strategize the best way to get the word out.

BRINGING IT ALL TOGETHER

Effective church communication is more than just sharing information—it's about creating meaningful connections that help people take their next steps in faith. By upholding quality, collaboration, and accountability, we ensure that every message reflects the heart of our mission. With careful planning, consistency, and a commitment to excellence, we can steward our resources well and maximize our impact for the Kingdom. Thank you for your dedication to communicating the Gospel with clarity and purpose!

Ready to get started? Scan the QR Code below to submit a Communication Request. If you have any questions or ideas for improvement, reach out to communications@rockymountchurch.com.

CONSISTENCY BUILDS TRUST

These next couple of pages provide an overview of Rocky Mount Church's brand. This includes proper use of logos, colors, fonts, and grammatical style. These might seem like small things, but creating a cohesive and consistent use of style allows us to present our message as clearly as possible.

When grammar rules or logos become inconsistent, they create distractions. Branding exists to form trust and reliable sources of information for our members and the community we're trying to reach.

RMC LOGOS

PRIMARY LOGO	SECONDARY LOGO

ROCKY MOUNT CHURCH

GRAYSCALE

ROCKY MOUNT CHURCH

ROCKY MOUNT CHURCH

When using our logo, avoid stretching, skewing, or applying off-brand colors. Keep the logo straight and clear, without any extra effects. There should be space around the logo, avoiding touching or crowding other content.

If you're unsure when applying the logo, please don't hesitate to reach out to Rocky Mount's communications team.

RMC COLORS

RMC Blue

HEX #0d77b5
RGB 13, 119, 181
CMYK 87, 48, 5, 0

RMC Dark Blue

HEX #094267
RGB 9, 66, 103
CMYK 100, 76, 36, 23

RMC Teal

HEX #49a49c
RGB 73, 164, 156
CMYK 71, 16, 43, 0

RMC Yellow

HEX #e79b42
RGB 231, 155, 66
CMYK 8, 44, 85, 0

RMC Orange

HEX #c76028
RGB 199, 96, 40
CMYK 17, 73, 100, 5

MAIN
TINT

COOL
ACCENT

MAIN

WARM
ACCENT

WARM
ACCENT

NEUTRAL
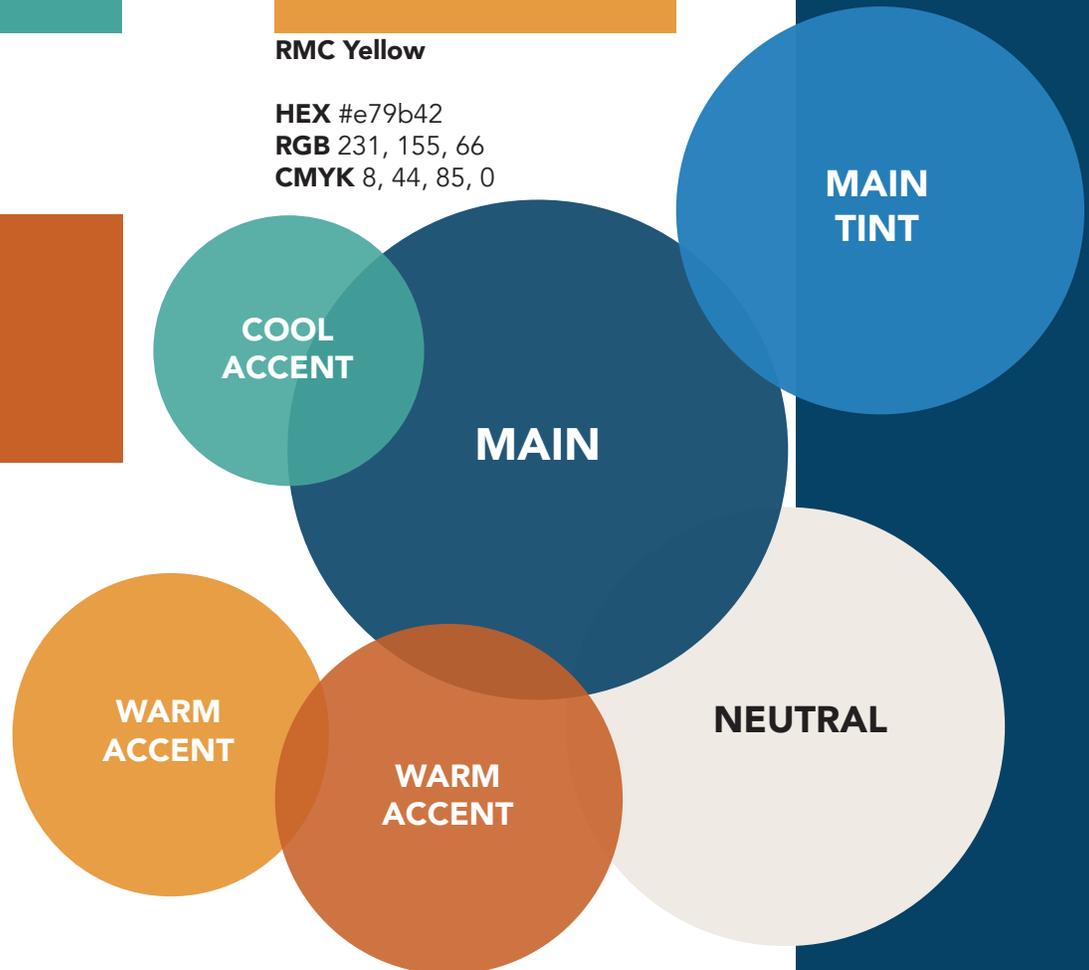
RMC TYPOGRAPHY

PRIMARY	SECONDARY

Avenir

Light
Light Oblique
Book
Book Oblique
Medium
Medium Oblique
Black
Black Oblique

Gotham

Thin
Thin Italic
Extra Light
Extra Light Italic
Book
Book Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic
Ultra
Ultra Italic

Font size will depend on the type of publication being used, but both Avenir and Gotham may be used in all-caps, title case, or all lower case. Avenir should be utilized as the primary font for all body text, but can also be utilized along with Gotham in all-caps for title and subtitle usage. Tracking may also vary for both titles and subtitles.

For body paragraphs, Avenir Book should be used as the primary font. For 10 pt font size, there should be a 12 pt leading (line spacing) and 0 pt tracking (character spacing).

USE OUR PRIMARY TYPEFACES FOR ALL COMMUNICATION, BOTH INTERNAL AND EXTERNAL.

- **Forms**
- **Letterhead**
- **Internal Documents**
- **Public Print Pieces**

- **Newsletters**
- **Signage**
- **Exception: Titles and Subtitles for Promotional Aesthetic**

RMC STYLE GUIDE

GRAMMAR, PUNCTUATION, AND CAPITALIZATION

Abbreviations
Acceptable when referring to "Rocky Mount Church" as RMC within the title of a group, such as RMC Riders. Avoid usage for lesser known groups or titles.

Apostrophes
Avoid in plurals, such as "URLs."

Biblical References
Translation depends on pastoral preference, but CSB is generally accepted. Always put in italics and use quotation marks, leaving the scripture reference outside of the quotation marks and the translation in parenthesis.

"But seek first the kingdom of God and his righteousness, and all these things will be provided for you." Matthew 6:33 (CSB)

Gospel should be capitalized when referring to gospel books, such as "the Gospel of John," but not when referring to the good news.

Avoid abbreviating books of the Bible.

Capitalization
Capitalize pronouns when referring to God unless quoting from a specific translation of the Bible (see Matthew 6:33 above). In all other cases, capitilize "Him" and "His" when referring to God.

Capitalize "Bible" and "Biblical" in any circumstance as well.

All capital lettering is suitable for titles and subtitles but must be avoided in body text.

Commas
In lists of three or more, **include** the "Oxford Comma," which is a comma before the and/or at the end of the list. There's been a bit of debate about using this punctuation, but it is helpful in eliminating confusion and is generally included in most modern style guides.

Dates
Abbreviate months with more than five letters when preceding a number, such as Jan. 15. March 15 would be acceptable, as it has only five letters. If a month is mentioned alone without the number, avoid abbreviation.

Email
Use a rockymountchurch.com email address when corresponding on behalf of RMC. If one is needed, contact it@rockymountchurch.com.

Email Signature
Your email signature should include the Rocky Mount Church secondary color logo at the top. Below should have your full name, your official title in italics, Rocky Mount Church, 1739 Perth Road, Mooresville, NC 28117, 704.528.5525, and rockymountchurch.com, hyperlinked. See the example below. Use the default Sans Serif Google font.

IF YOU NEED HELP SETTING UP YOUR EMAIL SIGNATURE, STOP BY THE COMMUNICATIONS OFFICE. WE'D BE HAPPY TO HELP.

Keri Lynn McBride
Technical Communications Director
Rocky Mount Church
1739 Perth Road, Mooresville, NC 28117
704.528.5525
rockymountchurch.com

Exclamations
Exclamation points can be used well in short, promotional settings. Social media is a good example of this. However, when writing class curriculum or group materials, avoid using exclamations.

Hyphens
Avoid these in body texts or altogether if possible. Add a hard return if necessary. Websites or email addresses should never include hyphens to avoid confusion.

Numbers
Spell out numbers one through nine, but use numerals for 10 and above.

Periods
Periods should be followed by a space after a complete sentence, but no period is necessary in titles, intentional fragments, or incomplete sentences.

Phone Numbers
Separate numbers in a phone number with periods, such as 704.528.5525.

Time
Use capitalized A.M. and P.M. with periods, and include zeros for hourly times. For example, write 7:00 P.M. and not 7 p.m.

Web
Use lowercase for all web address characters and avoid including "www" at the beginning.

e.g., rockymountchurch.com

NOTES