



NORTH PARK
CHURCH

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COMMUNICATION STRATEGY

All churches have the same problem - they want to get their message out to their audience. Since everyone is fighting to get people's attention, messages get lost in the noise. People will listen to what they think is important. Unfortunately, the world doesn't think the church is important.

At North Park Church (NPC), the Media Director developed a communication strategy from reading the book, "Rethink Communication" by Phil Bowdle, that helps NPC take the proper steps to prepare communication that people will want to hear.

COMMUNICATION CHANNELS

A communication channel is a specific place where you can deliver your message. See the list below for NPC's communication channels. Please see the "Communication Channel Details" section for in-depth information about the channels.

WORSHIP SERVICE	PRINT	DIGITAL
<ul style="list-style-type: none">• Stage Announcement• Slide	<ul style="list-style-type: none">• Bulletin• Invite Card• Mailers• Posters• Signage & Outdoor Banners• FYI - Save The Date (if applicable)	<ul style="list-style-type: none">• Website• Email (Thursday Epistle/Ministry)• Social Media

“You don't have to use every channel for every message. That's a fast track to overwhelming your audience.” - Phil Bowdle

COMMUNICATION TIERS

THIS IS NOT A TIER OF IMPORTANCE, but it is how the communication resources should be used. View the section “Annual Events” to see which events are tiered.

<p><u>TIER 1</u></p> <p>Congregation & Community</p> <p>A significant event that is for everyone.</p> <ul style="list-style-type: none">• Website• Email (Thursday Epistle/Ministry)• Bulletin• Stage Announcement• Facebook Event• Social Media Posts• Social Advertising• Invite• Slide• Poster• FYI – Save The Date (if applicable)	<p><u>TIER 2</u></p> <p>85% ≥ Congregation</p> <p>A ministry event that impacts people across the church.</p> <ul style="list-style-type: none">• Website• Email (Thursday Epistle/Ministry)• Bulletin• Stage Announcement• Social Media Posts• Invite• Slide• Poster <p><i>*exceptions</i></p>
<p><u>TIER 3</u></p> <p>85% ≥ Specific Ministry</p> <p>A ministry event that impacts people across the specific ministry.</p> <ul style="list-style-type: none">• Website• Email (Thursday Epistle/Ministry)• Bulletin• Stage Announcement• Invite• Slide• Poster	<p><u>TIER 4</u></p> <p>85% ≥ Specific Ministry</p> <p>Anything that is more niche and only focuses on a small group of people.</p> <ul style="list-style-type: none">• Website• Email (Ministry)

Annual Events

Month	Event	Tier	Ministry
September	Fall Worship Hours	T2	-
September	Sunday School - Fall	T2	Adult
September	Trekkers	T4	Children's
September	Youth Group	T4	Student
September	Kids' Worship	T4	Children's
November	College Care Packages	T3	Young Adult
September	Bible Study - Fall	T2	Women's
October	Student Fall Retreat	T4	Student
November	College Care Packages	T3	Young Adult
November	Game Night	T4	Young Adult
November	Thanksgiving Service	T1	Worship
December	New Hope Christmas Tree	T2	Outreach
December	Ladies Christmas Tea	T1	Women's
December	Gingerbread House Construction Co.	T1	Outreach
December	Christmas Party - Trekkers	T4	Children's
December	Christmas Party - Youth Group	T4	Student
December	Big Choir	T4	Worship
December	Christmas Eve	T1	Worship
January	Sunday School - Winter	T2	Adult
January	Bible Study - Winter	T2	Women
February	Ladies Night Out	T3	Women
March	Sunday School - Spring	T2	Adult
March	Father-Daughter Dance	T1	Men
March	Congregational Meeting	T2	-
March	College Care Packages	T3	Young Adult
March	Palm Sunday	T1	Worship
March	Maundy Thursday	T1	Worship
March	Easter	T1	Worship
April	Women's Retreat	T3	Women
April	Fiesta For Christ	T1	Student
May	Summer Worship Hours	T2	-
May	Movin' On Up	T4	Children, Student
May	End of Year Ice Cream Celebration	T4	Children
May	Work Day	T2	Deacon
June	Mugs & Muffins	T3	Women
June	VBS	T1	Children
June	Car Wash (Fundraiser)	T2	Student
July	Mission Trip	T4	Student
July	Free Babysitting	T3	Children
August	Father-Son Campout	T2	Men's
August	Congregational Meeting	T2	-

LAUNCHING YOUR MESSAGE

Any message worth communicating is worth communicating more than once.

SOFT LAUNCH | TIER 1 | 6 weeks out

Build anticipation and awareness for your message with your target audience's core.

- Website
- Facebook Event
- Slide
- FYI - Save The Date (if applicable)

LAUNCH | TIER 1-3 | 3 weeks out

Communicating your message when people can hear and respond to your message. Channels depend on the tier.

- Email
- Bulletin
- Stage Announcement
- Social Advertising
- Invite
- Slide
- Poster

BLITZ | TIER 1-2 | 1 week out

Build upon the impressions you've already made and concentrate multiple impressions into a critical time when you want people to respond. The channel depends on the tier.

- Social Media Post (if applicable)

COMMUNICATION CHANNELS DETAILS

OBJECTIVE

To effectively communicate opportunities to WORSHIP God, CONNECT with others, and IMPACT the world.

PURPOSE

We use our communication channels to put Jesus on display—highlighting how He is at work in and through North Park Church.

BULLETIN

A weekly print and digital publication providing worship service details.

- **Goal:** To communicate essential worship service information and brief announcements.
- **Includes:**
 - Worship Order
 - Sermon Outline
 - Scripture References (listed out)
 - Announcements (with minimal detail; complete information is available on the website)

FYI

A quarterly print and digital publication sharing church updates and featured articles.

- **Goal:** To share what God has been doing at NPC with both the congregation and the wider community.
- **Includes:**
 - Pastor's Welcome
 - Featured Articles
 - Save The Date for upcoming applicable events

THURSDAY EPISTLE

A weekly email sent on Thursdays at 10:00 a.m. that includes worship service information and announcements.

- **Goal:** To remind and encourage the congregation about Sunday worship and current happenings at NPC.
- **Includes:**
 - Brief updates with links to detailed event pages

- Consistent format for easy reading

WEBSITE

The central hub for all NPC information.

- **Goal:** Serves as a digital front door – welcoming visitors, resourcing regular attenders, and providing clear pathways to engage with worship, community, and service.

SOCIAL MEDIA

A platform for inspiration and Gospel encouragement

- **Goal:** To share uplifting content that points people to Jesus and encourages spiritual growth.
- **Note:** Not intended for in-depth event promotion or logistics.

HOW TO FILL OUT A COMMUNICATION REQUEST FORM

The Media Director is a resource for all NPC staff and ministry leaders. The Media Director is responsible for creating and distributing promotional material for the church and ministry events throughout the year.

PLEASE USE THE FOLLOWING PROCESS:

1. Complete The Communication Request Form

- a. *Requests are due Monday by 2:00 p.m.*
- b. Go to www.northparkepc.org/requests
- c. Please send the form at least 3-4 weeks before your first desired promotion date.
- d. Earlier is always better for scheduling and strategy.

2. The Media Director Will Review The Request

- a. Requests will be evaluated based on the event's tier (priority level and audience reach).
- b. The Media Director will determine the most effective communication channels.

3. You Will Receive A Follow-Up

- a. The Media Director will confirm the communication plan and any next steps.
- b. If more information is needed, the Media Director will reach out directly.

4. Watch For Promotion To Launch

- a. Once approved and scheduled, the promotion will appear on the designated channels.