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The Comm[•] Playbook



DEAR TEAM MEMBER,

Communication, especially organizational communication, is complicated. There are many people involved, inside and out. How do you keep up with it? How do you communicate to help people take their best next step towards Christ?

There are simple approaches to a seamless message. That's what this playbook is all about. The Communications Team has pulled together basic essentials you need into one playbook. It's our gift to you.

Use it to tap into a fresh perspective, get an encouraging nudge, experience a few "aha!" moments, and see examples of uncomplicated strategies that make a noticeable difference. Every form of your communication can be better and your life will be easier.

Let's get started.

Our Values •

UNIFIED

We are a branded house, not a house of brands. We are one church with a common mission, not a mall of ministries.

EXCELLENT

We don't want people to stumble over anything besides the gospel.

SIMPLE

We communicate simply and clearly. We eliminate fluff and we get to the point. We answer the essential questions: who, what, when, where, why, and how.

INVITING

We invite guests into connection with Jesus and others, focusing on their needs while we meet the needs of ministries.

Promotion[•] Types

TYPE 1: CHURCHWIDE & BRIDGE EVENTS

Highest priority communications reserved for events or needs that genuinely affect the vast majority of the congregation or serve as a bridge to the broader community.

These receive the most resources and visibility.

Examples:

- Service time change
- Christmas & Easter Services
- Vacation Bible School (VBS)
- Re:generation
- Missions

TYPE 2: CORE NEXT STEPS

Dedicated to core next steps — the foundational rhythms of church life.

These are initiatives that help people take meaningful action in discipleship and connection.

These receive the most resources and visibility.

Examples:

- First Time Guest connection
- Serving
- Giving
- Baptism
- Small Groups
- Membership



TYPE 3: NEXT GENERATION

Dedicated exclusively to next generation ministries - youth, kids, and young adults.

These are initiatives that help young people feel at home. All generations flourish from investments in the future.

Examples:

- Kids Ministry
- Student Ministry
- College Ministry

TYPE 4: INDIVIDUAL MINISTRIES, GROUPS, & EVENTS

Distinct ministries and groups that serve specific segments of the church. Important locally, but not universally applicable across the whole congregation.

Examples:

- Men's Ministry
- Women's Ministry
- Individual small groups

TYPE 5: INDIVIDUAL EVENTS

Standalone events tied to a ministry or group.

Examples:

- Thanksgiving Dinner
- Couples Date Night
- Women's Game Night

Support for Each Type

TYPE 1	TYPE 2	TYPE 3	TYPE 4	TYPE 5
WEBSITE - OUR CENTRAL HUB				
Banner Page Church Center	Page Church Center	Page Church Center	Next Steps Page Church Center	Church Center
EMAIL [1-TO-1]				
Churchwide Weekly Bulletin	Churchwide Weekly Bulletin	Ministry-specific Weekly Bulletin	Ministry-specific Weekly Bulletin	Ministry-specific Weekly Bulletin
SOCIAL [1-TO-MANY]				
Sprint Promo Sprinkle Promo Google Ad	Sprinkle Promo Google Ad	Sprinkle Promo	Sprinkle Promo	Sprinkle Promo
SUNDAY [IN-PERSON]				
Stage Strategic Opportunity Pre-Service Slide Welcome Center	Stage Strategic Opportunity Pre-Service Slide Welcome Center	Pre-Service Slide (via the Weekly Bulletin) Welcome Center	Pre-Service Slide (via the Weekly Bulletin)	Pre-Service Slide (via the Weekly Bulletin)

Once the Communication Team confirms your promotion, you can view its schedule – and download a summary – anytime at commcal.countryside.church.

Request System

Since the Communication Team works with every department, we've got our hands on everything from designing graphics for sermon series, to apparel and swag, to creating videos for service and social media, to helping plan events and promoting serving opportunities, and more! Collecting info for projects through email just doesn't cut it, so we use a Request System. This helps us handle our tasks so we can focus on the needs of our guests while meeting the needs of ministries. Inputting your requests in a timely manner helps us help you!

Submit your requests at **countryside.church/comms**.

THE DETAILS

- You must submit a request for each project. We don't accept projects via email, Chat, carrier pigeons, text messages, hallway conversations, or smoke signals.
- Choose the correct type of initiative and fill the form out completely. If our team doesn't have all the info, we may not be able to fulfill your project.
- After you smash that "Submit" button, a member of the Comm Team will assign your request to the right person.

REQUEST TYPES & DEADLINES

By now you're thinking, "This sounds great! But what types of requests can I submit? Can I get a custom-printed paperclip for every participant? Can I get booklets for small groups? Can you make me a sweet 'nod to the 80s' graphic for my upcoming event?"

The answer is **"Yes!"***

Requests fall into two categories: Promotions and Content. When you visit countryside.church/comms, you'll find a form for each. We'll explain when to use each one on the next few pages.

* Perhaps an enthusiastic "Maybe!" Let's talk about it.

Content Requests

DESIGN

Any graphics, layout, or illustrations for use with brochures, postcards, stickers, posters and signs, web, social media, merchandise, and swag.

GROUPS

Request group creation for your small group or study for it to show on our website and in the weekly bulletin.

PHOTOGRAPHY

We cover general ministry events on a regular basis. This request is for those times there is something specific you'd like for us to cover.

PRINT

The Print request type is for projects that are *completely* ready to be printed. For projects that require updates or still need to be designed, submit a **Design** request instead.

REGISTRATIONS

For events with attendance limits, fees, liability forms, or questions for people to answer to help you prepare for their arrival.

VIDEO

Any projects involving video content – testimonies, promo videos, etc

WEB UPDATES

Any updates or removal of pre-existing content on countryside.church or related pages. This includes copy, pictures, or errors in functionality or formatting.

Promotion Requests

TYPE 1 & 2

Submit your request at **countryside.church/comms** and our team will build a promotional package outlining exactly when and where people will hear about your event. Depending on the complexity of your event, we may reach out beforehand to make sure we have everything we need — or we'll walk you through the package once it's ready.

The promotional calendar at **commcal.countryside.church** reflects our current plan, but it's also not set in stone. If something needs to shift for a strategic reason, we'll let you know and work on other options.

TYPES 3, 4, & 5

No promotion request needed here. You'll use your ministry's own channels — email lists, group chats, and announcements at your gatherings — to invite your people.

We'd love to see every ministry team use the same framework in this document to define their own internal communication strategy. It works just as well at the ministry level as it does churchwide. Want help getting started? Just ask.

STAGE PROMOTIONS

In-service events like child dedications and mission trip commissionings are essential to the life of our church family. Complete a promotion request for events like these and provide a couple of possible dates. We'll work with you to schedule one that fits with our churchwide communication calendar.

If you believe the audience for your Type 3, 4, or 5 event would distinctly benefit from it being shared on stage, fill out a request for a stage promotion and sell it to us. We can sometimes strategically smuggle an event like this onto the stage as a Type 2 connection opportunity.

Timelines[●]

TYPE OF REQUEST	SUBMISSION DEADLINE
Promotion	Minimum of 16 weeks before event date*
Design	Minimum of 6 weeks before desired delivery date
Groups	Minimum of 2 weeks before desired delivery date
Photography	Minimum of 4 weeks before event date
Print	Minimum of 4 weeks before desired delivery date
Registrations	Minimum of 2 weeks before desired delivery date
Video	Minimum of 8 weeks before desired delivery date
Web Updates	Minimum of 2 weeks before desired publish date

We get it! Sometimes life happens and submitting a project request gets put on the back burner. If you realize you forgot to put in a request and need something last-minute, you may submit a request or send us a Chat message to see if we have the time and ability to take on the project. While we will do our best to help you, we can't guarantee we can help with every single last-minute request; nonetheless, please ask the Communication Team before you assume we can't help and create one yourself. If you do end up needing to create one yourself, we'll ensure you have the resources you need to follow our Brand Guidelines and use our typeface and color scheme.

A gentle reminder: a lack of planning on the part of the requester does not constitute a change in priority level, so please plan ahead!

*Promotion begins 8 weeks before event date.