

COMMUNICATION TIERS

TIER	1	2	3
DEFINITION	CHURCHWIDE <i>These are the most strategically important moments in the life of the church and require the highest levels of visibility, clarity, and participation.</i>	LARGE DEMOGRAPHICS <i>These events target a broad segment of the church and are core to discipleship and community life.</i>	FOCUSED MINISTRIES <i>These are smaller, targeted opportunities designed for specific groups or communities within the church.</i>
SCOPE	Applicable to 80% of the congregation	Applicable to 50% of the congregation	Focused Ministries & Groups
EXAMPLES	Easter, Christmas, Serve Day, Vision & Giving Initiatives, Congregational Meetings, etc.	Women's & Men's Events, Next Gen, GC Sports, Missions, etc.	Bible Studies, Martha Circle, Prime Time, Close-Knit Friends, etc.

COMMUNICATION CHANNELS

PRIMARY CHANNELS	PURPOSE	TIER 1	TIER 2	TIER 3
Events Page	• Central source of truth for all events.	REQUIRED	REQUIRED	REQUIRED
The Hub Online	• Primary weekend engagement tool. • Drives next steps.	PRIMARY	STRATEGIC	LIMITED
Friday Email	• Weekly directional communication. • Highlights, not everything.	PRIMARY	SELECTIVE	RARE
Social Media	• Awareness and reinforcement, not primary information delivery.	CAMPAIGN	COORDINATED	*OPTIONAL
Stage Announcement	• Reserved for highest-priority communication.	GUARANTEED	LIMITED	RARE
Custom Graphic	• Reserved for highest-priority communication.	GUARANTEED	LIMITED	RARE
Pre-Service Slides	• Visual reinforcement inside the service.	CONSISTENT	SUPPORTING	MINIMAL
SECONDARY CHANNELS	PURPOSE	TIER 1	TIER 2	TIER 3
Targeted Email	• Primary communication tool for specific groups.	*OPTIONAL	STRATEGIC	PRIMARY
Facebook Event	• Mirror event details on Facebook to support sharing and engagement.	STRATEGIC	*OPTIONAL	*OPTIONAL
External Ads	• Extend reach beyond the church to invite new people.	AS NEEDED	*OPTIONAL	*OPTIONAL
Video	• Tell stories and build vision.	STRATEGIC	*OPTIONAL	*OPTIONAL
Environmental	• Reinforce key initiatives in physical spaces.	STRATEGIC	*OPTIONAL	*OPTIONAL

* Optional means that it is at the discretion of the Creative Team.