



# The Communication Timeline Delivers



Communicating news at church presents problems for sure, but when you want people to take action, it becomes critical to have a strategy that will produce results. The communication timeline delivers in a big way and will help any large or small scale project achieve success

Recently as part of a congregational assessment process, our church conducted a survey. Not just any one pager for us though, this survey took 30-45 minutes to complete which immediately inserted barriers for people to sit down and take it within our very narrow two week window.

The normal bulletin and verbal announcement combo simply wasn't going to be enough. So we hit this project hard using every communication channel necessary within a concentrated amount of time. The communication timeline was the key to being organized, and maintaining cohesion with content and form. We simply started with the end in mind, used the calendar to keep organized and on task, and then worked out the details as we went along.

The result was an overwhelming 60 percent response rate, which blew away all expectations except mine. I had a number in my mind and we surpassed that by eight responses. The accepted response rate considered successful is 20-30 percent.

Take a look at our communication timeline on the following pages to see our schedule and various channels used.

| Channels                      | 10/18 | 10/19 | 10/20 | 10/21    | 10/22 | 10/23 | 10/24 | 10/25    | 10/26 | 10/27 | 10/28 | 10/29    | 10/30 | 10/31 | 11/1     |
|-------------------------------|-------|-------|-------|----------|-------|-------|-------|----------|-------|-------|-------|----------|-------|-------|----------|
| Communication Timeline        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆        |
| Email                         |       |       |       | ☆<br>All |       |       |       | ☆<br>All |       |       |       | ☆<br>All |       |       | ☆<br>All |
| Placemats for fellowship meal |       |       |       |          |       |       |       |          |       |       |       |          |       |       |          |
| Web site                      | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆        |
| Pew flyers                    |       |       | ☆     |          |       |       |       |          |       | ☆     |       |          |       |       |          |
| Small Group Leaders           |       |       |       |          | ☆     |       |       |          |       |       |       |          |       | ☆     |          |
| Post Card                     |       |       |       |          |       |       |       |          |       |       |       |          |       |       |          |
| Posters                       | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        |       |       |       |          |       |       |          |
| FaceBook                      | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆        |
| Bulletin                      |       |       | ☆     |          |       |       |       |          |       | ☆     |       |          |       |       |          |
| Wednesday Ann.                |       |       |       |          |       |       | ☆     |          |       |       |       |          |       | ☆     |          |
| Sunday Verbal Ann.            |       |       | ☆     |          |       |       | Draft |          |       | ☆     |       |          |       | Draft |          |
| Sunday Slides                 |       |       | ☆     |          |       |       |       |          |       | ☆     |       |          |       |       |          |
| Campus Survey Session         |       |       | ☆     |          |       |       |       |          |       | ☆     |       |          |       |       |          |

**LEGEND**

Shaded blue dates: indicates live survey link time period

☆ Stars indicate message was sent, on what date, using which channel, and for how long

Icons on far left column indicate which channels were used










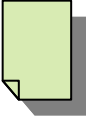



The survey was open for two weeks and was accessed through a link that we emailed our members. We also held two campus sessions. We started promoting the survey about two weeks before the link was available and also had a pilot group take the survey before it was made available to the entire congregation.

The communication timeline can expand or collapse depending on your specific needs because you set the pace and choose the channels. Don't worry about















communicating too much; I've never actually seen that happen. A little strategy goes a long way toward success and the communication timeline keeps you on track.

Amanda Box, Meadowbrook Church of Christ

# Communication Timeline

|  | 10/3  | 10/4 | 10/5 | 10/6  | 10/7  | 10/8         | 10/9  | 10/10        | 10/11 | 10/12 | 10/13 | 10/14 | 10/15 | 10/16 | 10/17 |
|--|-------|------|------|-------|-------|--------------|-------|--------------|-------|-------|-------|-------|-------|-------|-------|
|  <b>Communication Timeline</b>        |       |      |      |       | Draft | ☆            | ☆     | ☆            | ☆     | ☆     | ☆     | ☆     | ☆     | ☆     | ☆     |
|  <b>Email</b>                         | Draft |      |      |       |       | ☆<br>leaders |       | ☆<br>leaders |       |       |       |       |       |       |       |
|  <b>Placemats for fellowship meal</b> |       |      |      |       |       |              | Draft |              |       |       | ☆     |       |       |       |       |
|  <b>Web site</b>                      |       |      |      | Draft |       | ☆            | ☆     | ☆            | ☆     | ☆     | ☆     | ☆     | ☆     | ☆     | ☆     |
|  <b>Pew flyers</b>                    |       |      |      |       |       |              |       |              |       |       | ☆     |       |       |       |       |
|  <b>Small Group Leaders</b>           |       |      |      |       |       |              |       | ☆            |       |       |       |       | ☆     |       |       |
|  <b>Post Card</b>                    |       |      |      |       |       |              |       |              |       |       |       | Draft | ☆     |       |       |
|  <b>Posters</b>                     |       |      |      |       |       | Draft        | ☆     | ☆            | ☆     | ☆     | ☆     | ☆     | ☆     | ☆     | ☆     |
|  <b>FaceBook</b>                    |       |      |      |       |       |              |       |              |       |       |       |       |       |       |       |
|  <b>Bulletin</b>                    | Draft |      |      | ☆     |       |              |       |              |       |       | ☆     |       |       |       |       |
|  <b>Wednesday Print Ann.</b>        |       |      |      |       |       |              |       | ☆            |       |       |       |       |       | ☆     |       |
|  <b>Sunday Verbal Ann.</b>          | Draft |      |      | ☆     |       |              |       |              | Draft |       | ☆     |       |       |       | draft |
|  <b>Sunday Slides</b>               | Draft |      |      | ☆     |       |              |       |              |       |       | ☆     |       |       |       |       |

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|  FaceBook                    | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆     | ☆        | ☆     | ☆     | ☆        |
|  Bulletin                    |       |       | ☆     |          |       |       |       |          |       | ☆     |       |          |       |       |          |
|  Wednesday Ann.              |       |       |       |          |       | ☆     |       |          |       |       |       |          | ☆     |       |          |
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|  Sunday Slides               |       |       | ☆     |          |       |       |       |          |       | ☆     |       |          |       |       |          |
|  Campus Survey Session       |       |       | ☆     |          |       |       |       |          |       | ☆     |       |          |       |       |          |

