

# **COMMUNICATIONS HANDBOOK**

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## **WELCOME TO THE COMMUNICATIONS TEAM!**

“But how can they call on him to save them unless they believe in him? And how can they believe in him if they have never heard about him? And how can they hear about him unless someone tells them? And how will anyone go and tell them without being sent? That is why the Scriptures say, “How beautiful are the feet of messengers who bring good news!”

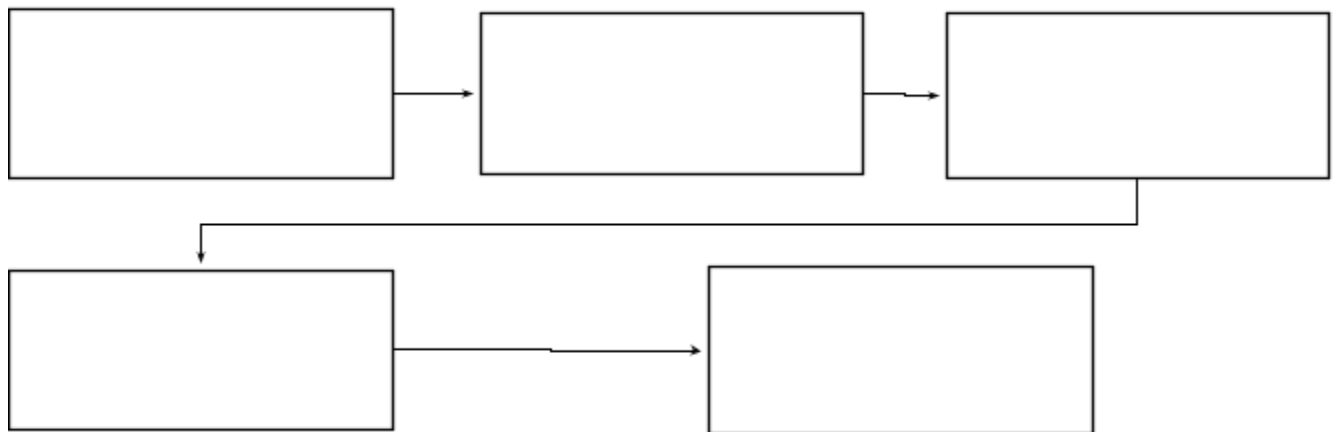
*(Romans 10: 14-15)*

As believers, we possess the most vital message in the world: the gospel. As a church, we have created processes that guide individuals along the spiritual pathway to know God, find freedom, discover purpose, and make a difference. The best way we know to encourage people take these next steps is through clear and unified communication. This is why **our vision is to create meaningful communication that helps move people towards taking a next step.**

To do that effectively, we aim to streamline communication for the organization at large into clear, unified, and impactful messages that represent the heart of God and our pastors and help to propel **the organizational mission of leading people far from God into a full life in Christ.**

## ONBOARDING PROCESS

### Dream Team Member



We are so glad you've decided to join the Communications Dream Team! Whether serving with our designers, film makers, environments team, online chat hosts, or any other role, we appreciate you and cannot wait to see you live out your God-given purpose through this opportunity.

Here's what you can expect during your training time:

- Personal interview to determine the best fit for you within the team you are interested in joining.
- Team placement - your team leader will help you to discover your best fit within the team you are joining. We have various roles on each dream team which are based on experience and skill-level, what you are passionate about, and the time you can commit to learning and serving.
- One on one review of this playbook (certain sections may be reviewed in depth depending on your dream team role) to deepen your understanding of the Communications Department and the role you play within the larger department as well as the overall organization.
- Team-specific training, which will vary based on your selected dream team role

- Direct mentorship throughout your onboarding process - we use the model of, “I’ll do, and you watch; we’ll do it together; you’ll do and I’ll watch; you’ll do on your own and recruit others to join you”.

## **ORGANIZATIONAL CHART**

The Communications Department is made up of multiple teams with specific concentrations; these teams come together in a collaborative approach to create clear and meaningful communication pieces for a variety of audiences.

The department operates smoothly through our Project Manager, who oversees incoming requests, project timelines, and inter-departmental communication for all Communications Department teams.

**Director of Communications:** Our Director of Communications is ultimately responsible for oversight of all teams listed below, and for establishing communication priorities and methods for the organization at large. He or she works in collaboration with departments and campuses to create communication strategies for events, series, and general awareness.

**Design Team:** Produces digital and print design for all global church needs. Collaborates with departments to create resources as requested and/or to provide oversight and direction to contracted designers. Designs include, but are not limited to:

- Global series and event branding/resources
- Departmental and campus events and initiatives
- Printed resourcing such as invite cards, flyers, and promotional items
- Merchandise
- Social media
- External marketing ads (digital design and print design)
- Website design

**Film Team:** Produces videos for all global church needs. Collaborates with departments to create resources as requested or to provide oversight and direction to contracted filmmakers. Videos include, but are not limited to:

- Stories
- Creative films
- News
- Celebratory films and/or recaps

- Updates (talking-head style)
- Motion backgrounds, countdowns, and roll-in videos
- Video podcasts
- External video marketing ads

**Environments Team:** Responsible for look & feel of physical environments for global church needs. Environmental designs include, but are not limited to:

- Foyer and photo booth design for the Big 3 (Easter, Christmas, At the Movies)
- Environmental collaboration for events such as Flavour, Youth Conference, or Staff Retreat
- Office and permanent location design or updates
- Collaboration on campus-owned events such as Mother's Day or Fall Festivals

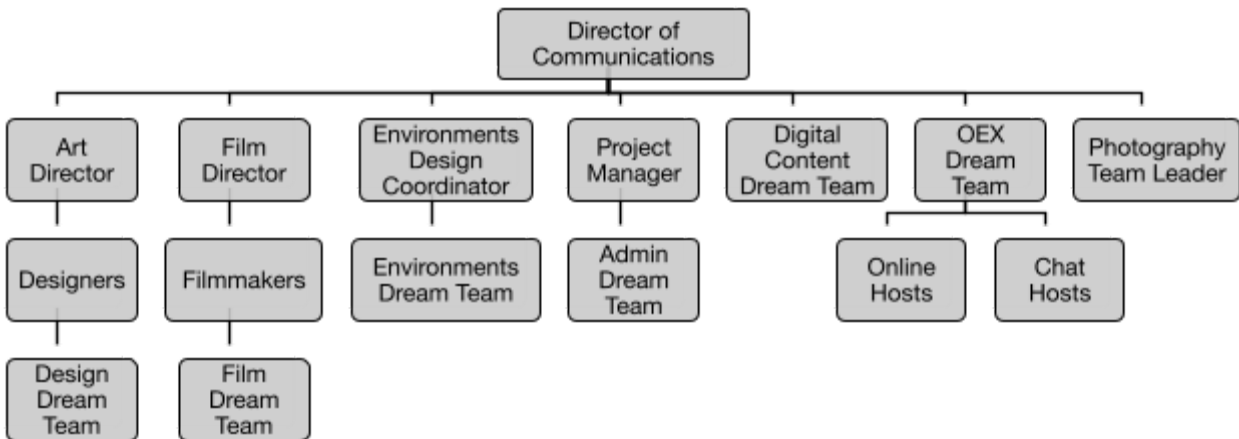
**Digital Content Team:** Creates messaging and drives execution of digital communication strategy and marketing. *\*This roll is currently held by the Director of Communications*

- External marketing
- Social media (currently managed by an external organization, Big Vision Advisors)
- Emails/drip email campaigns
- Website and app content

**Online Experience Team (OEX):** Includes programming and messaging of the online experience. This team falls under the oversight of the Director of Communications, but includes individuals from teams in other departments as well as the Dream Teams listed below:

- Online Hosts
- Producers

**Photography Team:** Responsible for setting vision and direction of the campus-led photography teams. Also provides photography for church-wide events as requested by departments.



Additionally, many members of the Communications Department take part in the **Programming Team** which is a collaborative and cross-departmental team made up of Worship, Production, and Communications. The Programming Team is responsible for setting the vision and strategy of weekly programming, messaging of services, and the Big 3. This team also collaborates with departments on special event programming.

## OUR CULTURAL VALUES

We believe that the values we portray as part of this team should mimic the values our church holds to be important. As a team, we have established some ideas and examples of what it looks like to live out each value on the Communications Team.

### Love God

- We're not building our thing; we are building His Church
- We are storytellers, inspiring the faith of those who encounter our message
- We are spirit-filled and look first to Him for inspiration, vision, and direction

### Love People

- People first, project second
- We have good chemistry with each other and the people and teams we serve
- Customer-service minded

### Pursue Excellence

- Reliability
- Professional, but approachable
- Exceed expectations
- We experience the why
- Innovation & collaboration

**Be Life-Giving**

- Joyful spirit
- Relational

**OUR LEADERSHIP COMPETENCIES**

The competencies outlined in the Staff Culture Guide are the combination of skills, behaviors, knowledge, and abilities that enable you to effectively perform your role as a part of this church. Below are the core competencies along with how they apply to Communications Department.

**Cast Vision**

- Communicate the mission
- Connect people to it
- Inspire them to join

Dream Team Member – Always be sharing your why for serving and encouraging others to join you on the mission of leading people to next steps. Share stories of how serving has changed your own relationship with God and helped you to become more fully alive.

**Communicate Clearly, Often, and Honestly**

- Create clear expectations
- Provide consistent feedback
- Tell the whole truth (give your last 5%)



Dream Team Member – Communicate with your leader regarding how your role is going and whether you are feeling fulfilled. Give him or her feedback on their leadership, systems within the team, and your experience and/or needs as a team member on a regular basis.

### **Create Opportunity**

- Bring others with you
- Look for potential
- Empower people

Dream Team Member – As you interact with others, may it be a guest in the foyer, someone joining us online, or a person in your sphere of influence ask yourself how you can create opportunity for them. Do they need to be invited to join you for a worship experience? Are they new to church and ready to join a small group or dream team? Do they share your skill set or passions and should be invited into your next project? Remember, no matter how “green” someone may be there is potential in them if given the right opportunities to learn and grow.

### **Cultivate an Environment of “We”**

- Be loyal to the team
- Embrace collaboration
- Love sacrificially

Dream Team Member – When you’re scheduled to serve, show up with a ready heart and willing attitude. If ever you can’t make it on a day you are scheduled, let your team leader know and collaborate with other team members to find coverage. Be willing to lay down your personal preference or what’s easiest for you for the sake of the team, the mission, and the people you serve.

### **Convey an Attitude of Hunger**

- Always be evolving
- Pursue innovation
- Ask insatiable questions

Dream Team Member – For those roles in the more creative realm of this department, conveying an attitude of hunger could mean continuing to pursue growth in your craft and seeking out ways to learn from your leader, from other churches, and even from trending culture where appropriate. Regardless of the role you have on the Communication Department, we can all also be growing ourselves as followers of Christ and leaders in the church. When given opportunities to learn, lean in and take notes. Be a self-starter in seeking out ways to grow. Take time to examine yourself and determine areas you want to be stronger, then take initiative to talk with your leader about how you can grow in that area.

## **EXPECTATIONS**

**Dream Team Member** – A person who has discovered their purpose and is making a difference on the Dream Team.

- Serves in a rhythm of “serve one, attend one”. Based on the service times at your campus this could mean serving weekly or bi-weekly. Your leader will help to determine the best serving rotation for your unique role and availability.
- Regularly communicates with his or her Team Leader regarding prayer requests, personal development, and serving availability.

Team Specific Expectations, Meetings & Rhythms

- **Online Chat Hosts:** Attend monthly team vision meetings with your team leader. There is also an option to be part of the mid-week team that prays over requests

that came in on Sundays and/or follows up with guests who sent in a digital Connection Card.

- o **Film Dream Team:** Depending on your experience, training sessions will be offered or required to develop the skills needed to be part of this team at various levels. Serve as needed on Sundays (OEX production or capturing b-roll) and/or at film shoots throughout the week. Serving at shoots is not required; this is based on your availability and desire to grow as a filmmaker.
- o **Design Dream Team:** Depending on your experience, training sessions will be offered or required to develop the skills needed to be part of this team at various levels. Serve as needed on throughout the week and or Sundays, based on availability. This dream team role can often be accomplished at home with the right equipment and programs.
- o **Admin / Content Dream Team:** Fills a variety of needs on the team, serving throughout the week based on availability. This serving role can often be done from home. Attend regular monthly meetings and project specific meetings with your leader.
- o **Environments Dream Team:** The serving schedule of this team is irregular and based on global church events. Attend event vision meetings with your leader, create mood boards or make purchases as requested, and attend set-up for any events for which you are part of creating the environment.

## **PROCESSES, SYSTEMS, AND RESOURCES**

### **Creativity, Collaboration, and Global Communication Strategy**

As a large organization, there are many communications needs and opportunities. Without a channel through which those needs are funneled, our messaging quickly becomes muddied – lacking clarity, unity, and therefore significance for the hearer. White noise is tuned out, no matter how important our message is.

With focused **creative energy, collaboration,** and a **global communication strategy,** we aim to curate messages by various methods that move people towards their personal next steps along the spiritual pathway.

The global communication strategy is developed through a variety of processes revolving around the church-wide global calendar, yearly vision and initiatives set by our Senior Pastors, collaboration with campuses and departments, and a request system.

### **Global Calendar:**

Referencing the global calendar for upcoming events, the Director of Communications will determine when a **Vision Meeting** must take place with the responsible department head **(three months prior to the event's first announcement)**. He or she will initiate the meeting, and the department head will be prepped in advance with a document for completion. Both the Director of Communications and the Department Head will determine whose attendance from their respective teams is required for that meeting.

Afterward, the Director of Communications will create a communication plan, working in collaboration with content creation teams to identify what methods will be used on each communication platform. This written plan will be sent back to the Department Head two months prior to the event's first announcement. Once the plan is reviewed, content creation will begin.

After the event is over, the Director of Communications will send out a Comms Plan Post-Assessment for the Department Head and other highly involved individuals to provide feedback to learn what worked and what should change for future plans.

### **Yearly Vision & Initiatives:**

Through yearly vision updates from our Senior Pastors and the Directional Leadership Team as well as ongoing updates regarding current church-wide initiatives towards that vision, the Director of Communications creates communication and marketing plans to support these priorities.

### **Campus Collaboration:**

The Director of Communications and other members of the Communications team works closely with the Campus Pastor team as well as with individual campuses to determine communication and marketing needs within their campus and community. Typically, these needs revolve around campus initiatives that one or more teams within the Communications Department can help to support or around external marketing needs to increase awareness of the campus within their local community.

In collaboration with the content creation teams, the Director of Communications establishes strategies around the campus needs and presents them to the Campus Pastor for feedback.

The Director of Communications and Campus Pastor work closely together to monitor the results of each communication initiative.

### **Request System:**

For all other communication needs not accounted for by the above, we have an a la carte request system available for department and campus use. These request forms are linked in the Staff Forms document which is pinned in the #all-staff Slack channel.

These request forms include:

- Communication plans
- News segments
- Photography
- Design
- Film
- Social media
- Email
- Environmental design

Each type of request has a unique execution timeline, indicated on the request form. The Communications Department Project Manager oversees all incoming requests, gathering further vision and info from the requestor as needed and then assigning the project to a team member for completion. Most projects happen through a collaborative approach with the requesting individual and multiple members of the Communications Department. When a project involves major copy or lacks clarity in vision, the Director of Communications also participates in the process to ensure organizational clarity and consistency.

### **Communication Methods, Platforms, and Timelines**

As a large organization, our church has global communication platforms and method as well as department and campus-specific platforms. While the Communications Department does not

have direct oversight over all department or campus-specific communication, the team does provide ideas, resourcing, and feedback for them as needed or requested.

For each event or initiative, the Communication Plan provided to the Department Head or Event Owner will review the suggested communication dates, platforms, and methods. Depending on the department's needs and the content being created, proofing and approval processes will vary. Some planning will be more collaborative than others.

**Communication Platforms:** The church-wide communication platforms, directly managed by the Communications Department, are as follows:

- Digital
- Print
- Programming
- External Marketing

**Communication Methods:** In addition to a platform, all communication is filtered through various methods based on the needs of the initiative.

- Digital Methods
  - Email (*all emails sent through Mail Chimp or going to audiences larger than 100 people require approval through the Communications Department*)
  - Social media (*Lifepoint Church and Pastor Daniel Floyd accounts*)
  - Website (*lifepoint.org*)
  - Texting services (*church-wide only*)
  - Lifepoint App
  - YouTube (*Lifepoint Church account*)
  - Podcast (*Lifepoint Church*)
- Programming (In-Room & OEX) Methods:
  - News
  - Pre-service slides
  - Host talking points
  - Video elements such as a news segment or story
  - Graphic elements to include screen content and lower-thirds
- Print Methods:
  - Invite cards
  - Welcome guides
  - FTG folders
  - Posters, flyers, and other in-service handouts
  - Promotional items
- External Marketing Methods:
  - Geo-targeted digital ads

- o Billboards
- o Newspaper and magazine ads
- o Commercials
- o Yard signs, posters, table tents, etc.
- o Promotional items
- o External events and sponsorships (Richmond Squirrels, Community Fest, etc.)

**Communication Timelines:** Most global events are categorized based on their regularity and organizational weight. Communication timelines are established through categories, but also remain fluid and adjustable to account for the specific needs of the department, event, and organization at large.

### **Categories**

#### **Big Three**

Global announcement: Four Sundays prior to launch

Communication plan complete: Three months prior to launch

- Easter
- Christmas
- At the Movies

#### **Regular Events**

Announcement: At least one Sunday prior to launch; some communication also on-going

Communication plan complete: N/A (on-going)

- Baptism
- Growth Track
- Youth Night
- Baby Dedication
- One Serve

#### **Seasonal Events**

Announcement: Three Sundays prior to launch OR seasonal pushes as appropriate

Communication plan complete: Two months prior to launch

- 21 Days of Prayer
- Serve Weekend
- Year-End Offering
- Group Connect
- Lifepoint College
- National & Global Outreach

- All In
- Dream Team Events & Trainings

### **Conferences**

Save the Date: One year in advance

Announcement: 2-3 months prior to launch (*one-day event*) or 4-5 months prior to launch (*two-day event*)

Communication plan complete: 6-8 months prior to launch

- Flavour
- Men's Night
- Kingdom Builder Dinner
- Youth Conference
- Kid Conference

### **Series**

Announcement: One or two Sundays prior

Communication plan complete: N/A



## Resources

Below is a list of resources you may need for your new role as a Dream Team Member, Team Leader, or Staff. Please note that each resource will require your direct supervisor and/or an admin of that tool to create an account for you, which you will gain login information from through your Lifepoint or personal email account.

Each of the resources below will be explained in full to you during your training process, so that you can gather an understanding of how to use each tool and what the purpose of it is.

- Microsoft Suite (email, calendar, docs, teams, etc.)
  - Online Chat Hosts
  - Dream Team Leaders
  - Staff
- Slack
  - Photography Team
  - Staff
- Planning Center
  - Online Host
  - Staff
- Basecamp
  - Design Dream Team
  - Film Dream Team
  - Staff
- Church Metrics
  - Admin Team
- Church Online Platform
  - Online Chat Hosts
  - Admin Team
- Monday
  - Select staff

Additionally, based on your role you may be given Lifepoint account login information or admin permissions to platforms such as YouTube, Facebook, and JotForm.

## **THANK YOU!**

Again, we are so excited that you have decided to join the Communications Department as we create meaningful communication that moves people to their next steps.

Whatever unique role you are playing on this team, we are praying and believing that God will combine His super with your natural and do exceedingly more than any of us could have imagined, all through your willingness to join this mission.

As you begin this journey, stay connected to your direct leader and let him or her know how they can best support you. Additionally, as the Director of Communications I am honored to come alongside you and your leader for anything you may need. Please feel free to contact me at [bcooper@lifepoint.org](mailto:bcooper@lifepoint.org).

The best is yet to come!

