

SAUC COMMS PLAN



KEY RECOMMENDATIONS

The purpose of a communication plan is to create and reinforce an organization's identity in the minds of target audiences and to effectively deliver information to them.

It is recommended that the communications plan be evaluated annually for the purposes of continual improvement and effectiveness.

KEY MESSAGES about SAUC should be in all communications and members encouraged to use them when talking about the church and its activities:

- SAUC is a **welcoming faith community** that serves people of **all ages**
 - We create an environment where people can **grow spiritually**
 - We are a faith community where people can **grow in relationship with others**
 - A **supportive** church family **energizes** us to **serve others in the greater community**
- Our congregation **engages in social issues** and **responds to local and global needs**

NEW E-NEWSLETTER

- Monthly
- Recurring information
- Educational content
- Committee activities
- Minister updates
- Circle ministry reports
- Circulated via updated email list
- Printed copies in Sanctuary

VISUAL IDENTITY

Our updated logo is to be used on all SAUC communications.



Add social media icons to our communications whenever possible (website, newsletter, advertising, PowerPoints, etc.)

UPDATE GRAPEVINE

- Weekly
- Revised, engaging layout template
- Focus on weekly events, deadlines, and updates received since last newsletter

THE TAKEAWAY

Postcard-sized give-away featuring SAUC key messages for distribution via events and community partners (e.g. Welcome Wagon, Senior's Centre) as well as church visitors

SOCIAL EVENTS

Create and promote regular social events that not only encourage fellowship within our community but external networking opportunities and which can also be linked to Outreach goals or fundraising



INFORMATION COORDINATOR

A new role to proactively collect and receive information about all groups and activities at SAUC



- Shares info with church council, staff, circle leads, social media moderators and key volunteers via distribution list
- Edits monthly newsletter and formats Grapevine
- Promotes SAUC events using annual and monthly calendars

NEW WEB PAGE

- New layout is easier to navigate
- New platform is easier to update
- Office admin and others will be able to make simple text edits
- Regular content review by all stakeholders (programmers, committee chairs, social media moderators)



**CURRENT ● VISUALLY APPEALING
EASY TO NAVIGATE ● USER-FRIENDLY**

STREET SIGN

Ensure the volunteers who update the sign on Green Grove Drive are informed of all church activities – our most consistent and cost-effective communications channel!



PASTORAL CARE



Reinstate regular pastoral care by means of a phone tree – volunteers phone 10 other people 1-2 times per month to establish a connection and inform them of SAUC activities and invite them to attend.