



How Things Get Communicated

	Big Potential for Strategic Impact	Smaller Potential for Strategic Impact
Applies to Majority (>80%)	A	B
Applies to Few (Small %)	C	D

Examples

Bucket A: Message series, large outreach opportunities, churchwide events, launching new ministries

Bucket B: Reminders about ongoing opportunities (interest meetings, discipleship signups, special events)

Bucket C: Small-scale outreach opportunities: (youth/children's camp, wedding & baby showers)

Bucket D: Meetings, team training, small group events/projects

Communication Channels	A	B	C	D
Stage Announcement	X			
Longview Loop	X	X*		
Worship Guide/Bulletin	X	X	X*	
Social Media	X	X	X*	
Group Email and/or Text from Ministry Leader			X	X

x* = Will include if there are no higher priorities at the time

Requests must be submitted via the Communications Form link provided by the Communications Director