Communication Strategy Worksheet

This worksheet will help you plan the most effective way to promote your event or program. Please refer to St. Peter’s Communication Policy for guidelines on submission deadlines, length of articles, etc. Completed worksheets and attached documentation should be submitted to Michelle Leahy (mleahy@stpetersfw.org). Communication requests will be reviewed and then forwarded to the appropriate person.

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| --- | --- |
| Program/Event Details[[1]](#footnote-1) | |
| Name of event | **Click here to enter text.** |
| Target Audience | **Click here to enter text.** |
| Date of Event | **Click here to enter text.** |
| Beginning Time of Event | **Click here to enter text.** |
| Ending Time of Event | **Click here to enter text.** |
| Registration Required? | **Click here to enter text.** |
| Registration Method | **Click here to enter text.** |
| Registration Period | **Click here to enter text.** |
| Location of Event | **Click here to enter text.** |
| Cost | **Click here to enter text.** |
| Child Care Provided? | **Click here to enter text.** |
| Bring Anything? | **Click here to enter text.** |
| Contact Name | **Click here to enter text.** |
| Contact Phone | **Click here to enter text.** |
| Contact Email | **Click here to enter text.** |
| Additional Information | **Click here to enter text.** |

I wish to promote my activity/event utilizing the following outlets (check the box on the left): [[2]](#footnote-2)

## News & Notes

Date(s) to publish:

**Click here to enter a date. Click here to enter a date.**

Describe your event in 3-5 sentences.

## Click here to enter announcement.

Date(s) to publish second rewritten announcement:

**Click here to enter a date. Click here to enter a date.**

Describe your event in 3-5 sentences.

## Click here to enter second announcement.

Date(s) to publish third rewritten announcement:

**Click here to enter a date. Click here to enter a date.**

Describe your event in 3-5 sentences.

## Click here to enter third announcement.

## Key Notes

Describe your event in 100 words or less.

Month to publish article: **Choose an item.**

## Click here to enter article.

## Website

Publish start date: **Click here to enter a date.**

Publish end date: **Click here to enter a date.**

Location on website**: Click here to enter description of location.**

For front page articles, describe your event in 20 words or less. For a web article (or a continuation of the front page information), describe your event in 250 words or less or provide a pdf for links.

I am attaching a pdf.

## Click here to enter article.

## Facebook

Date and time to post: **Click here to enter description of location.**

I am including a photo.

I have permission from the individuals in the photo to post.

Describe your event in 50 words or less.

## Click here to enter text.

## Email Announcements

Contact list to be utilized:

**Click here to describe mailing list.**

OR

I need help setting up a mailing list.

Attach a draft of your email with this worksheet.

**Click here to enter text.**

## Pieces of the Rock

Date(s) to publish:

**Click here to enter a date. Click here to enter a date.**

I am attaching a pdf for the link in my article.

Describe your event in 5-6 sentences.

## Click here to enter announcement.

Date(s) to publish second rewritten announcement:

**Click here to enter a date. Click here to enter a date.**

I am attaching a pdf for the link in my article.

Describe your event in 5-6 sentences.

## Click here to enter second announcement.

## The Pebble

Month to publish article: **Choose a month.**

Describe your event in 2-3 sentences.

## Click here to enter article.

## Pre-Service Loop

Date(s) to run the announcement:

**Click here to enter a date.**

**Click here to enter a date.**

I am submitting a pre-designed slide.

OR

Describe your event in 20 words or less.

## Click here to enter text.

## Pre-Service Announcements

Date to make announcement: **Click here to enter a date.**

Announcement to be made by pastor

Announcement to be made by another:

Name: **Click here to enter text.**

Describe your announcement in 25 words or less for pastor delivery. For other announcements, limit 2 minutes.

## Click here to enter the announcement.

## Catalog

Winter/Spring Catalog

Summer/Fall Catalog

Describe your event.

**Click here to enter article.**

## Mailings

Indicate the recipient list: **Click here to describe recipient list.**

Who will prepare the mailing and when:

**Click here to enter name and date.**

Account to charge for supply and mailing expense:

**Click here to enter account name.**

Submit a copy of the mailing.

## Ministry Center Booth

Date(s) for display:

**Click here to enter a date.**

**Click here to enter a date.**

Will your display be staffed? **Yes/No**

Contact person for booth: **Click here to enter name.**

Describe your display.

## Click here to enter description.

## Ministry Center Bulletin Board

Date to post flyer: **Click here to enter a date.**

Attach your flyer to this worksheet.

## Outdoor Signage

Banner

Yard sign

Other

Date signage will be hung: **Click here to enter a date.**  
Date signage will be removed: **Click here to enter a date.**

Submit a draft of your proposed signage, banner, etc.

## Take Home Materials

Describe when, where, and to whom you would deliver these materials.

## Click here to enter description.

Submit a copy of what you would like to send home

## Word of Mouth

Consider those key people who could help you spread the word about your event/program.

## Personal Phone Calls/Texts/Emails

Direct contact with the audience you hope to target.

## Other

Be creative! Consider the best way to reach your target audience.

Describe your plan.

## Click here to enter text.

## Notes

**Click here to add any additional notes or requests.**

1. All details in this section must be complete. Your communication will not be effective if you cannot answer these questions. [↑](#footnote-ref-1)
2. All submissions are subject to editorial revisions, including grammar, punctuation, consistency in formatting, and writing style. [↑](#footnote-ref-2)