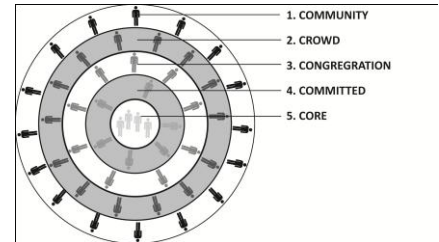


# Granger Community Church

## All-Church Communication Values

### OUR CHURCH COMMUNICATION WILL...

- Reinforce that we are a unified church working toward a common vision, not a federation of sub-ministries.
- Be driven from the outside-in. That is, there will be a heavier emphasis communicating to those in the outside circles (community and crowd), and a progressively lighter emphasis toward those in the inner circles (congregation, committed and core).
- Capitalize on our strength. Most people will connect to GCC for the first time through a weekend service. Therefore, most of our communication resources will be expended on inviting people to the weekend service, and then helping them take their next step from there.
- Not be fair, but instead will be appropriate based on ministry priorities. This means that “equal time” is not valued or considered.
- Focus on the needs of our guests, not the needs of our ministries.
- Ask more questions than we answer; drawing people into the content we have to offer –allowing them to absorb and seek on their own terms.
- Deliver excellence in timeliness, accuracy, design, layout and ease of use.
- Be simple and clear, eliminating unnecessary fluff or complicated content.
- Always be in a language, style and method that is visible and understandable to the first-time guest.
- Be designed so that it reduces the noise in people’s lives and eliminates competition between ministries. Too much information can be just as dangerous as not enough. Therefore, we will provide the basic information for people to easily scan.
- Be sustainable. We won’t launch a deliverable (e.g., newsletter or web page) if we don’t have the systems and personnel to maintain it with excellence.
- Actively balance inspiration and information. Therefore, everything will be evaluated in context of the church; not just a ministry audience.



### We do this...



### Instead of this...

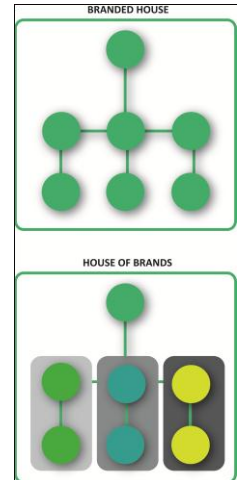


How we communicate with each other and our audience brings our values to life. By protecting these values, we are able to help people take their next step towards Christ through excellent, easy-to-use and easy-to-maintain communication tools. The objective is to simplify everything our audience sees, to make their life easier and more rewarding in every interaction with our church and ministries.

## Granger Community Church Branding, Emphasis & Deliverables

**BRANDING** Our brand is the overall identity for the church. It resonates through our design, our events, the attitude of our staff and volunteers, locations and the overall consistency of the experience we deliver. Done right, our brand has the power of “meaning”—individual departments speaking as part of one family.

To make that brand connection stronger, we’re organized as a ‘branded house’ (not a ‘house of brands’). In other words, **Granger Community Church is the brand** and all of our activities are an extension of that brand; *individual events and ministries don’t stand alone.*



### EMPHASIS AND DELIVERABLES

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**HIGH:** The 20% that affects 80% of the audience; this week Granger and Elkhart, next steps out of the weekend and all-church events.

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Sample events:

- Weekend series (children, students and adults)
- 1<sup>st</sup> Wednesday and Journey Bible classes
- Attend an event, volunteer and find a group:
  - 2<sup>nd</sup> Saturday, Volunteer Expo, Men’s/ Women’ retreats
  - Starting Point, Turning Point and Express groups
  - Core Classes and Budget class during a money series
  - Men’s and women’s retreats
- Baptism and dedication
- Campaign news

Sample promotional vehicles:

- Platform announcements
- The Feed
- GCCwired.com home page
- Custom media
- Direct mail
- Enewsletter feature
- Custom graphics

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**MEDIUM:** Mid-sized events that affect a large group, but not 80% of the audience.

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Sample events:

- Budget class not tied to a money series
- Campus work day
- Job openings

Sample promotional vehicles:

- Bulletin
- Pre-service slide
- 3x5 postcard or fact sheet

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**LIGHT:** Niche news or small volume events

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Sample events:

- Scrapbooking
- Golf outing
- Team meeting

Sample promotional vehicles:

- Events page on GCCwired.com
- Personal invites
- Conversations

