

# GCC's Communication Priorities

May 2005

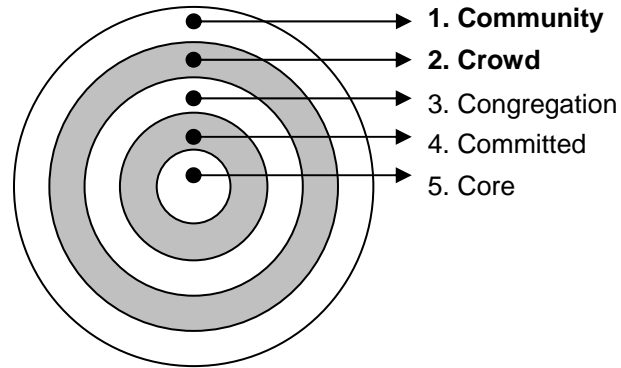
*Our mission is to help people take their next step toward Christ through excellent, easy-to-use and easy-to-maintain communication tools. Our objective is to simplify everything our audience sees or touches, to make their life easier and more rewarding, in every aspect of their engagement w/ GCC and our ministries.*

## Branding Priorities

1. Weekend Felt-Need Series
2. The Church

*Everything else is just a next-step opportunity under these two major umbrellas. There are no other umbrellas. We do not brand individual ministries.*

## Audience Priorities



## HIGH EMPHASIS PROMOTIONS

1. This Week @ Main Venues
  - a. Weekend Service
  - b. Midweek Service
  - c. Children's Service (0-5<sup>th</sup>)
  - d. Middle School (6<sup>th</sup>-8<sup>th</sup>)
  - e. High School (9<sup>th</sup>-12<sup>th</sup>)
2. Next Steps
  - a. Core Classes
  - b. Find a Group
  - c. Join a Team
  - d. Attend New Community
  - e. Series next steps (e.g., Budget seminar during Money Series, Volunteer Expo, Express Groups, etc.)
3. All Church
  - a. Baptism & Dedication
  - b. Campaign News
  - c. Large Group Events (e.g., Men/Women Retreats, Harvest Fest, etc.)

*We will primarily promote first-serve opportunities and next steps. More intimate connection, higher leadership and niche opportunities are facilitated in relationships by personal invitation and conversations; not all church promotions.*

High Emphasis Examples: platform announcements, web home page, custom medias, direct mail, media releases, feature story in newsletter, custom graphics)

## MEDIUM EMPHASIS PROMOTIONS

1. Mid Size Event Examples
  - a. Budget seminar not tied to series
  - b. Campus Work Day
  - c. Precepts Study
2. Job Opportunities

Medium Emphasis Examples: bulletin, fact sheet (flyer for info desk), auditorium PowerPoint

## LIGHT EMPHASIS PROMOTIONS

1. Other Niche News & Opportunities  
(e.g., scrap booking, softball, poetry, golf outing, etc.)

Light Emphasis Examples: Event list on GCCwired.com, table tents