# *GCC's Communication Values*
## *May 2005*

## GCC's 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).

- Focus on the needs of our guests, not the needs of our ministries.

- We will ask more questions than we answer in communications--allowing people to absorb and seek on their own terms--drawing them into the content we have to offer.

- 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.

- Not be fair, but instead will be appropriate based on ministry priorities. This means that "equal time" is not valued or considered.

- 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.

- 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 beyond the weekend service.

- Be sustainable. We won't launch a deliverable (i.e. 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.

Vehicles & Delivery:

| HOT | NOT |
|---|---|
| GCC logo | Ministry logos |
| Web site, Enews, Bulletin | Ministry brochures |
| Event Fact Sheet | Event brochures |
| How Can We Take It to Next Level? | What Else Can We Add? |
| What Does Our Guest Need? | What's Cool? |
| Less | More |

Verbiage:

| HOT | NOT |
|---|---|
| Connection | Intimacy |
| Group | Small Group |
| Community | Fellowship |
| Team | Committee |
| Program | Ministry (noun) |
| Serve | Ministry (verb) |
| Guest | Target Audience |
| Guest | Unchurched |
| Guest | Visitor |
| Volunteer Expo | Ministry Fair |
| Next Step | Go Deeper |
| Invite | Recruit |
| Opportunity | Need |
|  | Help |
| Experience | Attend |
| Explore | Commit |
| Outreach | Missions |
| Reaching Out |  |
| Growth | Maturity |
| Friend |  |