

First Ecclesiastical Jurisdiction of Southern California
San Bernardino Regional
Leadership MasterClass Symposium



Bishop J.W. Macklin, *Presenter*

WHEN LESS IS MORE – Communication and Goals

1. Does your church more resemble Cheesecake Factory or In-and-Out Burger?

Cheesecake Factory

Vs

In-and-Out Burger

Nordstrom

Vs

Dollar Store

2. Our church has 3 goals for guest who visit our church:

a. _____

b. _____

c. _____

3. Our church has 3 goals for members of our church:

a. _____

b. _____

c. _____

4. Our church agrees - there 3 things we do well

a. _____

b. _____

c. _____

5. Does you church have a message problem or a message delivery problem.

6. How much time per week do you invest in planning your communication for the coming week (*seeing the big picture*) ?

7. What percentage of Sunday Service is spent communicating the Gospel.

- a. How many announcements must we endure before we hear the Gospel?
- b. Who is the communication director for your church?
- c. Are needs of the church announced more than progress of the church?
- d. When you try to say everything is important - is there a chance you are communicating that not that much is important?
- e. How many messages does your church communicate each week?
- f. If you could only communicate 2 messages to your church this week???
- g. Is what we are communicating more important to the ministry or more important to the person who wants it to be communicated?

The good news? The message of the gospel has not changed. If you want to reach more people with your message, engage your congregation in the mission of the church by rethinking the role, strategy, and ministry of communication in the church and in the community.

Remember Everything Communicates.

- Every sermon and every event.
- Every announcement and every sign.
- Every handout/ flyer and website post.
- Every bulletin and every social media post.

Everything Communicates – Absolutely Everything

Ask before you announce or before you communicate:
What is the intent of this communication?

- To Inform?
- To Engage?
- To Encourage?

Change is never easy. But for what's at stake, it's worth it.

Your church communications must face business, sports, vacations, recreation, and crowded work schedules. Many of today's parents are in a situation their parents never faced. They must choose between having their kids participate in sports or going to church. Sunday is no longer a sacred day of the week.

A most pressing question is, how will we communicate the Gospel to our church, community, families, and to men and women with such crowded agendas?

***RETHINK COMMUNICATION
A Playbook to Clarify and Communicate
Everything in Your Church
PHIL BOWDLE***

***THE CANVAS OF TOMORROW
Nehemiah And The Story Of One Church
In A Challenged Neighborhood
-Bishop Jerry Macklin***

