



Launch: Communication Crafting



You are about to launch into a significant communication effort. For many pastors, the topics of money and technology can feel foreign. They can even provoke fear or be intimidating to tackle. What we feel and believe will be clearly communicated both intentionally and unintentionally. We have prepared several communication pieces for you to edit or develop. Before you begin them, here are some guidelines to help you gain confidence and communicate clearly.

1. Remember that money and technology are not topics from the dark side. While both can be stressful when they are not operating properly, the exact opposite is also true when they are adding great value to our lives. Change your mindset to remember that God wants everyone to experience His blessings on their finances and generosity. Many have never enjoyed such a season in their lives. You are about to be the agent of blessing for them.

2. Repeat, repeat, repeat. People will not hear, understand, or remember the very first time you communicate something. Start early and repeat yourself often. Use every vehicle possible to communicate your message. You may grow weary of the conversation, but remember every audience is often receiving your words for the very first time. Be clear, positive, energetic, personable, and repeat, repeat, repeat.

3. Think through the proper communication required to prepare your people for what is coming, then lead them to clear, successful completion. There are certain steps you will need to lead your people through that will ultimately culminate in giving a gift on the digital giving platform. Some of these steps will be relational, others will be emotional, and your final steps will need to be informational in giving your people the knowledge on how to execute a digital gift. Everyone will receive words differently so be sure to speak to both the emotions and the mind, but do not stop there. Help people see the future God has for them and the church.

4. Create a script and stick to it. Decide in advance the basics you want communicated about vision, discipleship, and the direction. Be very simple in your word choice, be person-centered, and make sure that these statements are in every piece of communication. Avoid the confusion of introducing too much content or trying to restate the content in new ways. The more words, the greater the chance of confusion.

5. Establish a clear goal that can unite and rally. Your goal may be related to the launch of budget, a special offering, or engaging 100% of your people in the process. A clear goal should drive your strategy, planning, and communication. It will also give you a good reason to report success and follow-up with communication after the launch.

Enjoy the tools we have provided. Edit away at the templates or create your own. Remember, you are starting a journey that will ultimately end when an individual is living the principles of generosity and receiving all of God's promised blessings. You are launching a culture. You are starting something great. So launch well. Introduce the conversation and help people take their first steps.