

Communication Corner

ROI/Communication Score Keeping – Congregational Connection

How do we determine the effectiveness of our church communication? Let's say we are having a fall event. Score-keeping in church communications is determined by first of all by attendance, the simple numbers of people that respond (or didn't) after you created and distributed your communications.

The attendance score is determined by asking questions such as these:
Did you do a mailing? Send a postcard? An email? Web announcement? Pulpit announcement?
Did you equip your people with communication tools? Connection cards, postcards, website links?
How many people attended event? How many were new to the church?

Making up a simple chart of what you did to promote an event and then the results of it moves discussions of church effectiveness away from personal opinion to objective numbers. The simple numbers of how many new people attend the church event, why and what brought them there is important because you cannot start the road toward sharing the message of salvation without people getting inside the church and becoming part of the process.

For example, if you put on a Christmas outreach event and you spend thousands of dollars, what was your return on investment (ROI)? Again ask the questions above: how many are now attending the church because of the event? How many have become Christians because of the event?

(Source: Yvon Prehn, www.effectivechurch.com)

Speaking of ROI...

The presbytery is pleased to announce the new Congregational Connection media kit! Our presbytery recognizes that not all people glean their information in a written format and therefore will now provide a multi-media information kit for your church. The money spent on copying the Congregational Connection bulletin insert will now go toward designing and printing a colored poster for display in your church. The hope is the poster will have broader appeal than the single bulletin insert. The bulletin insert will still be available for download. A two powerpoint presentations are also available for download; one is a continuous loop presentation that could be used in pre-service announcements and a version with speaker notes that could be used as a minute for mission.

The Congregational Connection has been and will continue to be published quarterly. Each quarter will focus on one of our four ministry teams:

First Quarter - Administration
Second Quarter - Outreach
Third Quarter - Discipleship
Fourth Quarter - Shepherding

Please remember the Congregational Connection's purpose is to help you interpret to your congregation the connectional nature of the church and to see how per capita is used by our presbytery.