

COMMUNICATIONS PLANNING WORKSHEET

Event _____

Description _____

Who outside your church needs to know about this? Why?

	Date	Date	Date	Date	EVENT DATE	Follow-up
Bulletin/ Newsletter						
Posters, signs & flyers						
Blog post/ website						
Email Newsletter						
News Release						
Community Calendars						
Facebook						
Twitter						
Instagram						
Other						

COMMUNICATIONS PLANNING WORKSHEET Sample

Event: Bake Sale for Habitat for Humanity

Time, Date, Location: Saturday, August 27, 2016, 9:00 a.m.-1:00 p.m. on the front lawn of the church.

Describe what's happening: Members of the church are donating baked goods which will be sold to raise money for the church to build a Habitat house.

Who outside your church needs to know about this? Why? People in our town, so they can come and buy baked goods and support us.

	Date 1 month before	Date 2 weeks before	Date 1 week before	Date (day before)	EVENT DATE Aug. 27	Follow-up
Bulletin/ Newsletter	Save the date, ask for dona- tions					Thank you! Announce results
Posters, signs & flyers	Create & put up posters/flyers	Put out fliers at church for people to take home. Post at businesses, etc.	Hand out fliers in immediate neighborhood			Remember to take them down
Blog post/ website	Post a short write-up on the blog/website					Results, thanks, photos
Email Newsletter	Save the date seek donations			Reminder: It's tomorrow!		Thank you! Announce results
News Release	Send a brief write-up to local paper					Maybe?
Community Calendars	List on local paper's "Events" page					
Facebook	Save the date		Reminder Use image of our Habitat house plan?	Reminder: It's Tomorrow! Photo of do- nated baked goods? Ask peo- ple to share!	Post a reminder early. Post a photo from the sale.	Thank you!
Twitter	Save the date			Tweet a reminder	Tweet 1 or 2 things from event	Thank you!
Instagram	Save the date image of cookie recipe				Tweet a photo early in the event	Thank you! with image
Other	Notify other local churches		Ask Rector to announce on Sunday before?			