

ADVENT LUTHERAN CHURCH

COVID19

Communications Strategy and Plan



Pastor Christopher Franz

Charlene Underwood

Accepted by Advent Church Council: May 5, 2020

Table of Contents

PURPOSE.....	1
MISSION	1
EXECUTIVE SUMMARY.....	1
SITUATION ANALYSIS.....	2
Current Situation	2
Objectives.....	5
STAKEHOLDERS AND TARGET AUDIENCES	7
Who should we communicate to?	7
What should be communicated?	7
Stakeholder and Target Audience Assessment	8
MESSAGES	11
TOOLS AND TACTICS.....	12
Communication Strategy	12
EVALUATE	15

PURPOSE

The aim of the plan is to establish the message and channels of communications to our members and community during the COVID-19 pandemic. The plan builds upon Advent's current ministries and activities and leverages existing communications methods and programs to instill a sense of ongoing operations during this crisis.

MISSION

As disciples of Jesus Christ, our mission is to Worship God, Invite everyone to Jesus Christ, Nurture each other in Love, Hope and Faith, and Serve others with the compassion of Christ.

EXECUTIVE SUMMARY

Our strategy is to provide steady and supportive information about where, when and how Advent will continue its mission to worship, invite, nurture and serve during the COVID-19 pandemic with our members and community.

The Church Council together with Pastor Chris are monitoring the impact of the Coronavirus on church staff, operations, financial position, and membership on an ongoing basis.

Actions taken by the Council are communicated to members via various channels.

This plan provides church staff, leaders, and congregants with information about communication plans so they understand its components and how to act or respond.

SITUATION ANALYSIS

Current Situation

WORSHIP

Advent suspended "in person" services, meetings, and activities and has replaced these activities with online offerings. Pastor clearly communicates access to weekly YouTube and participative Zoom services via Advent's web site, Facebook page, and email blasts. Pastor calls all members without Zoom or email access to provide phone access.

INVITE

Advent welcomes everyone to participate and share in the mission with no geographical boundaries. Advent uses social media (YouTube, Facebook, Webpage) to promote online offerings to our members and others in the community and beyond. Access to online services is also posted on Advent signage.

Advent Responds to Coronavirus

See prerecorded worship experiences here [Advent YouTube Channel](#)

We are also offering "live online" worship experiences
via zoom

E-mail Adventlutheranwc@gmail.com for information
and/or a link.

Check for recent events, inspirational messages and more on our

FaceBook Page [Advent Facebook Account](#)

Advent is also offering a live online Thursday 10AM Bible Study with Willistown UMC and a Thursday 8PM Prayer meeting with WC Community Church via zoom.

For more information, email AdventLutheranwc@gmail.com

or call the church office at 610 436-0807.

If you would like to donate to Advent Lutheran Church

Click below



Advent values the partnership with WCCEC and communicates regularly with the leadership to stay abreast their plans, situation, and financial status.

NURTURE

Advent adheres to CDC, state-certified and local public health guidance in any communications about to COVID-19.

Advent communicates regularly with members and our community to assess needs and determine appropriate outreach.

Advent extends appreciation to staff, volunteers, and the entire congregation for their ongoing offerings of time, talent, and monetary gifts as we continue to navigate this COVID -19 crisis.

SERVE

Advent evaluated and continues to monitor COVID-19 risk and impact on current and future Advent operations. The Council meets biweekly or by email to be in a position to adapt the changing needs. Pastor and staff respond to all requests for services.

A plan to address the impact of the loss of “in-person” giving was implemented. In addition, a plan to reduce expenses was implemented. A Payroll Protection Program grant was submitted.

During this period, contributions to designated community charities will be suspended until a clearer picture of meeting operational funding emerges.

Objectives

Advent bases the following objectives for the COVIDcommunication plan on guidance from the CDC, state and local government and public health sites, and ELCA/synod recommendations.

Worship

Offer 100% of members access to weekly worship, fellowship, and service opportunities.

Continue worship and ministry experiences within COVID constraints that seek to meet individual spiritual needs and maintain a sense of togetherness as a faith community.

Invite

Increase the engagement of past or shut-in members not present in “person-to-person” services in worship and service experiences.

Attract new participants to online worship and service experiences.

Increase outreach by encouraging members and others to make others aware of Advent’s online presence and worship experiences. (post on Facebook, etc.)

Nurture

Provide credible information about the Coronavirus by utilizing CDC website, state and local public health sites, and ELCA/synod recommendations as sources of information that we provide.

Continue to provide opportunities and guidance for people to pray and be prayed for during the short and long term impact of the crisis.

Continue to communicate availability of pastoral care and support services to all members.

Continue to acknowledge the value and dedication of volunteers, leaders, staff, and all members.

Continue to extend thanks for member's financial gifts.

Serve

Continue to connect members in need with those who want to serve.

Adapt service opportunities to meet emergent community needs.

Communicate Advent's financial situation and keep members and staff apprised on a regular basis of operational and financial decisions.

Continue ongoing engagement with Pre-school and WCCEC to support their activities.

Continue to maintain contact with ministry partners.

STAKEHOLDERS AND TARGET AUDIENCES

Who should we communicate to?

Members

Youth Ministry

Community

WCCEC

ELCA and Partnership Ministries

Staff

Church / Ministry leaders

What should be communicated?

COVID-19 Impact as it related to Church Operations

- *Staff and members*
- *Church Activities*
- *Council Decisions*
- *Financial Situation*
- *Member News and Requests*
- *Volunteer Opportunities*
- *Acknowledgement and Thanks*

STAKEHOLDERS AND TARGET AUDIENCES

Stakeholder and Target Audience Assessment

This section describes target audiences and corresponding interests and issues so that messages can be targeted accordingly.

STAKEHOLDER	INTEREST	KEY ISSUES			
Members	<p>Worship and ministry opportunities</p> <p>Response plans to crisis</p> <p>Personal connections</p>	<p>Opportunities to worship and serve</p> <p>Financial status</p> <p>Giving status</p>			
Community	<p>Worship</p> <p>Personal connections</p>	<p>Opportunities to worship and serve</p> <p>Opportunities to donate</p>			
WCCEC	<p>Response plans to crisis</p> <p>Personal relationships</p>	<p>Church viability</p> <p>Financial commitment</p>			
ELCA and Partnership ministries	<p>Financial commitments</p>	<p>Operational status</p> <p>Financial commitments</p>			
Staff	<p>Response plan to crisis</p>	<p>Member satisfaction</p>			

	Employment status	Financial status			
Church leadership	Response plans to crisis Financial impact	Church viability Financial status Staff and member satisfaction			

MESSAGES

These statements identify how Advent is responding to various audiences.

KEY MESSAGE PLANNER	
AUDIENCE	TOP THREE KEY MESSAGES
ALL STAKEHOLDERS	<ol style="list-style-type: none"> 1. We remain committed to our mission. 2. We are available to help members and our community. 3. We are monitoring and responding in an proportional manner to COVID impacts.
Members	<ol style="list-style-type: none"> 1. We remain committed to our mission. 2. We are available to help members. 3. We need your continued giving so that we will have a church to come back to.
WCCEC	<ol style="list-style-type: none"> 1. We remain committed to our mission. 2. We are and will continue to be compliant with Government requirements. 3. We value your partnership and ongoing financial support.
Staff, ministry leaders, volunteers	<ol style="list-style-type: none"> 1. You are critical to helping Advent achieve its mission. 2. We will support you financially as we are able during this crisis and inform you of any changes in our plans. 3. We will take actions to keep Advent solvent.

TOOLS AND TACTICS

This section describes the who and how we will communicate messages to target audiences.

Communication Strategy

Our strategy is to provide steady and supportive information about where, when and how Advent will continue its mission to worship, invite, nurture and serve during the COVID-19 pandemic with our members and community.

The	INTEREST	KEY ISSUES	COMMUNICATION CHANNEL	FREQUENCY	SPOKESPERSON / COMMENTS
Members	Worship and ministry opportunities Response plans to crisis Personal relationships	Opportunities to worship and serve	Email Blast Social Media Phone calls Signage Newsletter	Twice weekly Monthly	Pastor
		Financial status	Email blast Newsletter Council Emails to members	Monthly	Council & Pastor Establish common message to be communicated
		Giving status	Council Letter Email blast Personal messages	All opportunities	Pastor Council Other members
Community	Worship Personal connections	Opportunities to worship, serve, connect, and donate	Email Blast Social Media Member outreach Signage	Twice weekly	Pastor Ministry leaders Members
WCCEC	Response plans to crisis Personal relationships	Church viability Financial commitment	Personal Email and meetings	Monthly or as needed	Council leadership Pastor

ELCA and Partnership ministries	Financial commitments	Operational status Financial commitments	Personal email	As needed	Council leadership Pastor
Staff	Response plan to crisis Employment status	Member satisfaction Financial status	Email Blast Personal emails Personal message	Monthly or as events change	Pastor or staff leadership
Church leadership	Response plans to crisis Financial impact	Church viability Financial status Staff and member satisfaction	Individual email to members Email Blast	As needed	Council leadership Pastor

EVALUATE

This section describes how Advent will measure the effectiveness of communications.

EVALUATION PLAN

KEY PERFORMANCE INDICATOR	Objectives measured	Performance Metrics	March / April Performance Goal	March / April Performance	COMMENTS
Program Participation	<p>Offer 100% of members access to weekly worship, fellowship, and service opportunities.</p> <p>Increase the engagement of past or shut-in members not present in "person-to-person" services in worship and service experiences.</p> <p>Attract new participants to online worship and service experiences.</p>	<p>Continuing participation</p> <p>YouTube- #of views #subscribers</p> <p>Zoom - #participants #participants staying for full program and fellowship</p> <p># of non-otherwise connected people participating online</p>	<p>High participation for Easter</p> <p>Rising cumulative trend</p>		
Member engagement and satisfaction	<p>Continue worship and ministry experiences within COVID constraints that</p>	<p># of people participating in services as worship</p>	<p>Rising trend</p> <p>High participation</p>		

	<p>seek to meet individual spiritual needs and maintain a sense of togetherness as a faith community.</p> <p>Increase outreach by encouraging members and others to make others aware of Advent's online presence and worship experiences.</p>	<p>assistants</p> <p># of email with feedback (Positive, constructive ,or negative)</p> <p># members engaged in Zoom opportunities</p>	for Easter		
Financial Performance	<p>Communicate financial situation to members, staff, and WCCEC; keep members appraised on a regular basis of operational and financial status.</p>	<p>Total offering compared to budget</p> <p>Percentage of online giving</p>	<p>Meet Total Offering Budget</p> <p>Increase percentage of online giving</p>		
Community outreach	<p>Adapt service opportunities to meet emergent community</p>	<p># programs,</p> <p># member participants</p> <p>#non-</p>			

	needs.	member participants			
Staff engagement and satisfaction	<p>Communicate Advent's financial situation and keep members and staff apprised on a regular basis of operational and financial decisions.</p> <p>Communicate value of contributions.</p>	#complaints and/or performance concerns, absenteeism, employee turnover	None		Establish regular communication on job satisfaction due to job stress