

## SAMPLE GOD'S PEOPLE GATHER COMMUNICATION PLAN

Type of Communication	Letters/ Mailings	E-mails	Website	Facebook	Weekly Bulletin	Videos/ Graphics	Newsletter	Phone Calls
Week 1	Letter #1 assembled	Send E-mail #1 with link to "Worship" video	Post website wording and link to "Worship" video. Post updates to celebration Sunday details as needed.	<ul style="list-style-type: none"> <li>• <i>Sunday:</i> Post "Worship" video</li> <li>• <i>Wednesday:</i> Post celebration Sunday save the date graphic and wording</li> <li>• Create Facebook event for celebration Sunday and invite your page followers</li> </ul>	Blurb week #1	Play "Worship" video during worship service announcements	If your congregation publishes a monthly newsletter, you can use Newsletter article #1.	Recruit callers
Week 2	Letter #1 mailed			<i>Wednesday:</i> Post celebration Sunday save the date graphic and wording	Blurb week #2	Display <i>God's People Gather</i> digital display graphic before and after worship		
Week 3	Letter #2 assembled	Send E-mail #2 with link to "Community" video	Post "Community" video	<ul style="list-style-type: none"> <li>• <i>Sunday:</i> Post "Community" video</li> <li>• <i>Wednesday:</i> Post celebration Sunday save the date graphic and wording</li> </ul>	Blurb week #3	Play "Community" video during worship service announcements		Encouragement calls made
Week 4	Letter #2 mailed		Post additional celebration Sunday details	<i>Wednesday:</i> Post celebration Sunday save the date graphic and wording	Blurb week #4	Display <i>God's People Gather</i> digital display graphic before and after worship	Newsletter article #2	

Week 5	Postcard printed and assembled	Send E-mail #3 with link to "Service" video	Post "Service" video	<ul style="list-style-type: none"> <li>• <i>Sunday</i>: Post "Service" video</li> <li>• <i>Wednesday</i>: Post celebration Sunday save the date graphic and wording</li> </ul>	Blurb week #5	Play "Service" video during worship service announcements		
Week 6	Postcard mailed		Post final Celebration Sunday details with encouragement to invite others	<i>Wednesday</i> : Post celebration Sunday save the date graphic and wording	Blurb week #6	Display <i>God's People Gather</i> digital display graphic before and after worship		Final calls made
Week 7		Send E-mail #4 with link to "Lord's Supper" video	Post "Lord's Supper" video	<ul style="list-style-type: none"> <li>• <i>Sunday</i>: Post "Lord's Supper" video</li> <li>• <i>Wednesday</i>: Post celebration Sunday save the date graphic and wording</li> </ul>	Blurb week #7	Play "Lord's Supper" video during worship service announcements		
Week 8	<b><i>God's People Gather Celebration Sunday</i></b>							