

SAMPLE WELCOME HOME COMMUNICATION PLAN

Type of communication:		Letters / Mailings	Website	Facebook	E-mail	Weekly Bulletin	Newsletter	Phone Calls
August	Week 3	Letter #1 assembled	<i>Welcome Home</i> video & summary of congregational activities posted on website	<i>Welcome Home</i> video & summary of congregational activities posted on congregation's Facebook as event		Save the date; brief summary	If your congregation publishes a newsletter quarterly, <i>Welcome Home</i> would get a detailed explanation. If your congregation publishes a newsletter monthly, the full explanation would be included in the August issue. Subsequent issues could offer additional encouragement.	Recruit callers.
	Week 4	Letter #1 mailed				Save the date; more details		
September	Week 1			<i>Welcome Home</i> blurb in newsstream	Email #1, referencing letter #1	Save the date; all details		Encouragement calls made.
	Week 2	Letter #2 assembled		New blurb in newsstream		Encouragement to attend		
	Week 3	Letter #2 mailed	<i>Welcome Home</i> Sunday highlighted; additional information shared	Video posted in newsstream	E-mail #2, offering encouragement to attend	Encouragement to attend and bring others		
	Week 4	Postcard assembled		Video sent out as a Facebook ad	E-mail #3, referencing letter #2	Encouragement to attend and bring others		
October	Week 1	Postcard mailed		New blurb in newsstream	E-mail #4, offering encouragement to attend	Encouragement to attend and bring others	Follow up encouragement calls made as necessary.	
	Week 2			New blurb in newsstream	E-mail #5, referencing postcard	Final encouragements		
	Week 3			New blurb in newsstream	E-mail #6, "Next week!"	Final encouragements		
	Week 4	<i>Welcome Home</i> Sunday						