

Communication Audit

Using the list below, look critically at each communication tool. Assess accuracy, condition, and consider how things appear to someone who knows nothing about church.

External Signage

- Main church marquee (Share your website if you have one, list the time of worship, identify that your congregation is ELCA.)
- Main entry door for worship (Consider posting office hours, website information, and other hospitality.)
- Other entrance signage (Is the street address visible somewhere on the building or sign? Are the signs in the parking lot helpful? In good condition? Necessary?)
- Parking lot signs (Consider the function and placement of “reserved” parking signs. Is it clear where to enter for worship?)
- Handicap parking signs (Is there enough handicap parking?)
- Fire number and emergency signage (Consider asking what is helpful from your local sheriff/fire department, Consider a [Knox Box](#) for entry in case of fire.)

Internal Signage

- Offices (Is it clear where the office is located? Is the flow of the office safe for those who work in those office spaces?)
- Restrooms (Is it clear to a visitor where they might find a restroom?)
- Room names or numbers
- Visitor information
- Sanctuary signage and pew rack cards
- AED, first aid, emergency signs
- Artwork

Phone Message

- Include worship times, where to find more information online, emergency contact information.

Newsletter

- List current staff or key leaders
- Identify that your ministry is part of the ELCA
- Include up to date contact information for the church and accurate worship times.
- Examine content - Who is the newsletter for? What could be included that isn't? What is included that might not be the most helpful to include? What is the purpose of the

newsletter? How do you want someone new to feel when they read the newsletter? How does the newsletter engage children or youth? Consider font choice and size. Is the newsletter accessible? What support is needed to freshen up or update the newsletter?

- If sent via email, examine analytics - How many people open the newsletter email?

Bulletin

- Is copyright information listed?
- Consider accessibility options.
- Are font choices and sizes consistent throughout?
- Consider the length and effectiveness of announcements. What kinds of announcements stand out/get lost?
- Is it clear how to follow along in worship? Is it clear how to take communion? Are there any hospitality notes that could be included? Are there parts of the bulletin that your eye always passes over. Consider messages and invitations around how to give financially. Consider information about how to be in touch if you have questions or would like information on joining the church.

Online Presence

- What is the first impression you get when you visit the website for your church?
- What shows up when you google search your church? What shows up if you enter website addresses that are similar to your church's domain? What can you learn from exploring the websites of other churches in town?
- Ensure that your worship time, location, and that you are an ELCA congregation are easy to find. How easy (or difficult) is it to find where to give online?
- Consider reserving the home page for visitors or seekers.
- What images are used? What do they communicate about your mission and faith community?
- Consider accessibility - Use [Alt Text](#) for images to include those who can't see pictures.
- Is the website up to date, visually pleasing? Is font type and size consistent?
- Examine your social media - what are the first impressions you have?
- Is the about section on your social media up to date? Ensure that page roles are accurate. What kind of content should be shared on your church social media? Who is responsible for curating/creating social media content? Do people know what kind of social media you engage?

Livestream/Radio Broadcast

- How is the sound and video quality?
- What does hospitality look like for those who are visiting remotely? Is it easy or difficult to give financially? Find the bulletin?

- Assess how sustainable the livestream/broadcast is as it's currently structured. If the Livestream is dependent on only one person - assess if livestreaming weekly is important to the mission of the congregation. Consider seasons of sabbath from the livestream or investing time and energy in training others to share support.
- Examine visuals or "slides" that accompany the livestream.

Local Advertising

- Brainstorm out of the box ideas for sharing about your ministry.
- Write and distribute a press release about a ministry that is important to your congregation.
- Advertise Holy Week and Easter worship services on a billboard, in a newspaper, or by inviting neighbors to church through door hangers, yard signs, or or visits throughout the neighborhood.