

SAMPLE COMMUNICATION CHARTER

**Corporate communications /noun/
: the total activity generated by the body in order to achieve its mission and planned objectives.**

This document defines the scope of communications for your organization. It shapes the plan for who you communicate to and why based on your mission, vision, and strategy. **A Communications Charter manages focus, sets priorities, saves time, and eliminates competing messages.**

Before you hire a communications lead or build a team, make sure you define the objectives and boundaries of the scope you're asking them to champion. They will use this as a working guide to help synthesize individual efforts and make *everyone* better at communications, not just one department of creatives or marketers.

Start by answering the questions: **WHAT**, **WHY** and **HOW**

WHAT PURPOSE

We will keep the lifestyle and culture of our surrounding community in mind as we look for - and remove - any roadblock or disruption in the [Name of your Church] experience that makes it hard for someone to grow, serve, or share in a relationship with Jesus.

WHY SUCCESS CRITERIA

In every age and stage, people will say,

“I love [Name of your Church]. I feel connected. I’m growing in faith. And, if I don’t know the answer to something, I know where to go to find it.”

HOW IN SCOPE

1. OUTPUT for the region

- Curate messaging and design around relatable and topical categories.
- Cultivate welcoming atmospheres & personable content that minimizes jargon and insider language so anyone can participate, grow, and share.

2. WAYFINDING for the church

- Make information easy to find, use, and share.
- Strengthen ministries beyond standalone programs and events with clear pathways to macro discipleship on-ramps.
 - Life Application
 - Life Together
 - Life on Mission
- Promote spiritual growth in every day relationships with real-life, shareable story handles that make it easy to invite friends.

3. WORKFLOW for staff and volunteers

- Collaborate to solve problems and build simple tools/systems that help people do more ministry and less administration.
- Organize information and environments to make things easy to find and use.
- Champion cross-ministry promotions and common ground next steps that are meaningful for everyone, not just one ministry.



If you are looking for ideas for how to use tools like this to structure a better communications ecosystem across your whole organization, we're here to help.

Our team sets aside free blocks of 30 minute calls each week to listen and share some next step ideas "on the house."

[Schedule a Call](#)