

These guidelines were developed by the Communications team and serve as a ministry planning tool.

Thank you for leading ministry at Good Shepherd Church!

GENERAL PLANNING

Your Team. As a servant leader, God has called you, and He equips you to run your ministry. As needed, recruit additional servant leaders to help complete your work, or you might consider partnering with other ministries or small groups (who may want to serve together as a team) to get help.

Goals. Before launching, develop attainable practical and spiritual goals for your ministry (i.e. # participants, #new worship service attendees, # new volunteers, % increase of regular Bible readers).
TRACK YOUR DATA.

Outreach. Our vision is to “REACH AND TRANSFORM spiritually distracted people so we all love and serve God.” Target external people in some way. Keep new guests/visitors in mind in all aspects of planning. You might want to reach others through a Facebook event or a personal invitation. Upon approval, Communications can create a Facebook event for your Good Shepherd ministry.

Next Steps. Help people take next steps (i.e. Bible reading plans, registration, New member class).

Capturing Impact. Plan to capture stories that portray the impact of people’s experiences. These items can be used to showcase God’s work at our church.

De-Briefing. After your event, de-brief to make sure you met your goals and objectives. Evaluate to ensure the program is still fulfilling its primary purpose. Schedule again to continue connecting people to church.

STAFF ASSISTANCE

Please work with Good Shepherd leadership prior to submitting your event for potential communication/publication.

Ministry Leaders. Contact Good Shepherd’s ministry leaders as appropriate via the Good Shepherd website (Adult ministries, Missions, Prayer and Support, etc.). You must have a Good Shepherd staff representative before your ministry activity can be submitted to the communications ministry for potential promotion.

Missions. For missions activity, including collection of item donations, contact missions@goodshepherd-naperville.org for guidelines, approval and scheduling.

Room Reservations. Request form (available on Good Shepherd website homepage, lower right corner): <https://gsc1310.wufoo.com/forms/good-shepherd-facility-scheduler-form/>

Registration Forms. To create a registration form for your event, use Access ACS (available on Good Shepherd website homepage, lower right corner). See your staff representative for more information.

Money Collections. To collect fees or donations (cash or check) for your ministry, please contact April Fecht in finance at fecht@goodshepherd-naperville.org.

Communications. The Communications Ministry reaches the congregation and our community in order to inspire, inform, and invite participation in the life, vision, and core values of Good Shepherd Church. We do so through the Connect Center, digital, print and other communications media.

Consider your strategy:

What is your goal?

Who is your audience?

What is the community outreach?

Knowing this information will help you create the content for your communications requests. Use the Communications Request worksheet to aid in your planning. For additional assistance, contact communications@goodshepherd-naperville.org.

OTHER CONTACTS:

Worship. worship@goodshepherd-naperville.org

Childcare. janderson@goodshepherd-naperville.org

Special Needs. fusion@goodshepherd-naperville.org

Students. students@goodshepherd-naperville.org

Small Groups. smallgroups@goodshepherd-naperville.org

Cornerstone Café. cafe@goodshepherd-naperville.org

Facilities. cordin@goodshepherd-naperville.org

Welcome. monahan@goodshepherd-naperville.org

TO SUBMIT COMMUNICATIONS REQUESTS, VISIT:

<https://www.goodshepherd-naperville.org/ministry-planning/>

(Direct link available on Good Shepherd website homepage, lower right corner).

MINISTRY/EVENT:

MONTH:

General Communications Request Worksheet

PLEASE FOLLOW THESE STEPS

1. **Indicate your event or ministry name and the month promotion begins (at the top of this worksheet).**
2. **Establish a content deadline (at right).**
The Communications Ministry requires at least three weeks to schedule and promote your event. **Six weeks advance notice is preferred.**
3. **Create your content.** Use the space at right to craft your information. Space limitations may require editing by Communications.
4. **Submit your Request.** Submit your Communications request via the digital request form available on the Good Shepherd website (lower right corner link), or use the link below.

The Communications Ministry will review all requests and schedule accordingly upon approval. You will be contacted via email within 7 days if there will be alterations to your request.

COMMUNICATIONS REQUEST FORM

<https://gsc1310.wufoo.com/forms/good-shepherd-communications-plan-request/>

CONTACT

communications@goodshepherd-naperville.org

Include specific details: purpose of event, date, time, location, images or logos (if any), "call to action," digital registration links, contact, telephone number and/or e-mail address (only one point of contact is preferred).

**CONTENT
DEADLINE:** _____