



## Re-Forming Communications at Resurrection

New process & tools for equipping ministry teams & leadership

### Background of communications at RLC

On Sunday, Feb. 10, as a part of the Ministry Team Leaders Gathering luncheon, we explored a vision for a new communications process and digital toolbox of communications resources to equip RLC ministry teams and leaders. We are all blessed to be a part of such a vibrant congregation where so many ministries are thriving. Each week is filled with opportunities to connect, serve and grow together as we live out our Holy Purpose.

With so much happening and with so many different methods for sharing information with the congregation, it can be both daunting and confusing to figure out how and where to share your message for maximum impact. It is often unclear what information needs to be provided, who to send requests to, the status of your request, lead-times or what “channels” of communication are appropriate for an announcement (e.g. bulletin, Facebook, website, weekly email, Bell Ringer, etc.). It’s often not clear who is responsible for what.

The communications process outlined during the Ministry Team Leaders Gathering is a crucial step to bring clarity and consistency to communications here at Resurrection.

## Process for congregation-wide communications

### I. Single point of contact

**Everything now goes directly to our Parish Administrator**, Tabatha Sutton. Requests submitted via the new Google Forms (see number IV) go directly to Tabatha. Questions, follow-up, changes, equipment/space requests, etc. should all be directed to Tabatha at [parishadmin@rlcindy.org](mailto:parishadmin@rlcindy.org).

### II. New Communications Toolbox on website

**There is a new Communications Toolbox page on the parish website:** [rlcindy.org/communications-toolbox](http://rlcindy.org/communications-toolbox) - a link to this page can be found at the bottom of every page of the parish website. The Communications Toolbox equips ministry teams with the resources and tools needed to plan and request communications.

<p><b>Contact Us</b></p> <p>445 East Stop 11 Road Indianapolis, IN 46227 (317) 881-7854 <a href="mailto:office@rlcindy.org">office@rlcindy.org</a></p>  	<p><b>Sunday Services</b></p> <p><b>Worship</b> 8:15 and 10:45 a.m.</p> <p><b>Discipleship Hour</b> 9:30 a.m.</p>	<p><b>Resources</b></p> <p> <a href="#">Communications Toolbox</a></p> <p><a href="#">Employment Opportunity</a></p> <p><a href="#">Prayer Chain</a></p> <p><a href="#">Weddings</a></p> <p><a href="#">Funerals</a></p>
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### III. Deadlines are deadlines

**There are now established deadlines** for each communication channel at RLC. These deadlines will be communicated in multiple ways to the entire congregation. They are also posted on the [Communications Toolbox](#) page and you can [download the deadlines as a PDF](#) for handy reference. Adherence to these deadlines is vital.

### IV. Guided Google Forms

**Four Google Forms are now available** on the [Communications Toolbox](#) page. These forms provide guidance for requesting assistance with communications and have been thoroughly tested and revised based on feedback from multiple ministry team members. They are intended to be self-explanatory and self-guided. You are encouraged to begin using these forms **today** for new requests.

- Request Congregation-wide Communications
- Reschedule or Cancel Event
- Request People to Serve
- Reserve a Space at RLC

## Why do we need this communications process?

### Supports our ministry teams and leadership

- Everything is in one place, a one-stop-shop for requests
- Assists leaders (especially new leaders) with a clear process for requesting support
- No need to chase down specific people or choose which channels of communication to use
- Everyone follows the same process (regardless of how long they have been involved or who they know)
- Provides step-by-step guidance
- Provides tracking and visibility of requests from start to finish

### Supports our rostered and part-time staff

- Enables our staff to make more efficient use of time
- Improves communication between congregation leaders and staff
- Consistently provides staff with necessary details to thoughtfully plan communications across different channels
- Unburdens pastors from day-to-day coordination, chasing follow-ups and administrative tasks

## When will we begin following this new process?

This communications process is a significant change in how things get done here at Resurrection. We want to give ministry teams, congregation leadership and members an opportunity to become familiar with the new deadlines, online forms and how this process will work. This process and related tools will be communicated to the entire congregation across multiple communication channels in the coming weeks.

While we *strongly encourage* you to begin following the process today (including using the Google Forms

and adhering to deadlines), we will not insist ministry teams, leadership and members follow this process until **Wednesday, May 15**. Starting May 15, ministry teams, leadership and members will be directed to follow the process and adhere to deadlines.

As we grow into this process together, there will be many opportunities for grace and patience. Our hope is that this process and tools will allow you to focus on creating and sharing your message - instead of scrambling to figure out how to make it happen.

Questions? Please contact Mark Tisdale, Digital Strategy Lead, at [digital@rlcindy.org](mailto:digital@rlcindy.org).