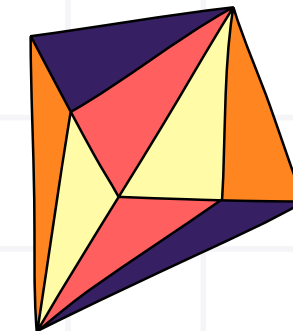
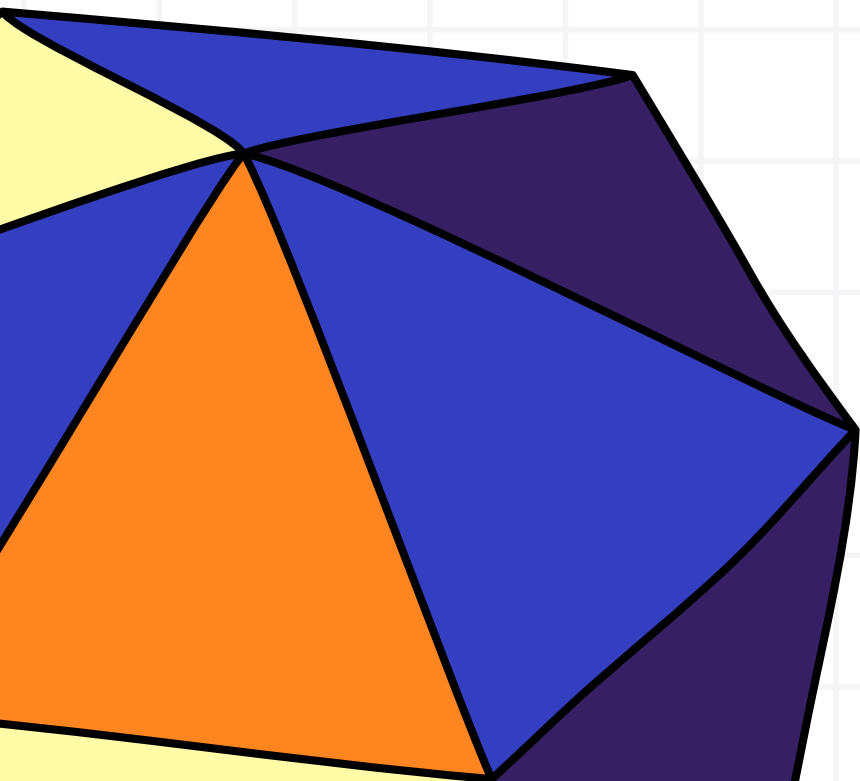
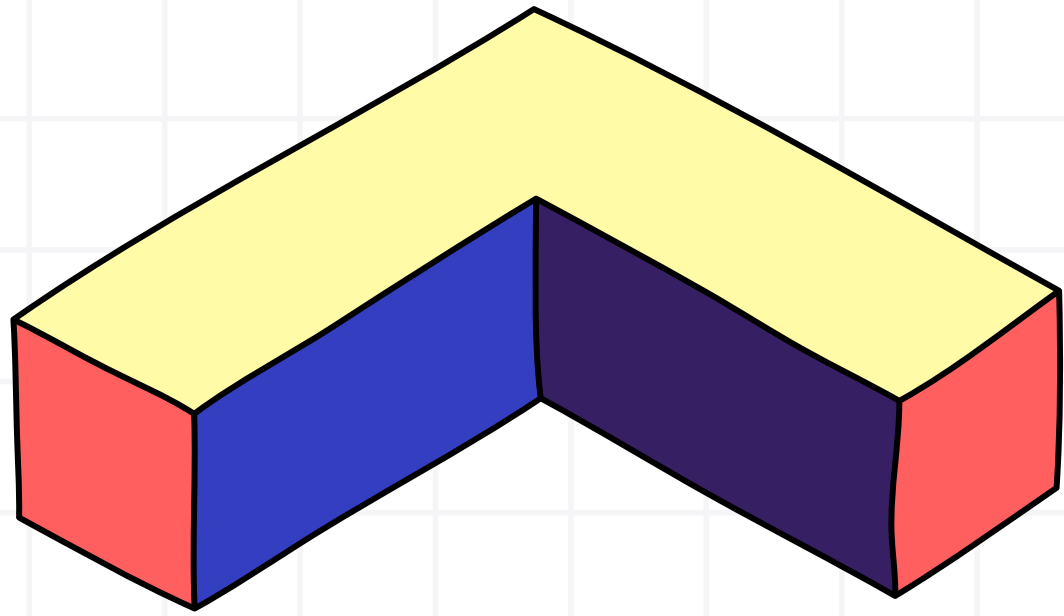


GUD (GOOD) COMMUNICATIONS

For Non-Profits & Churches



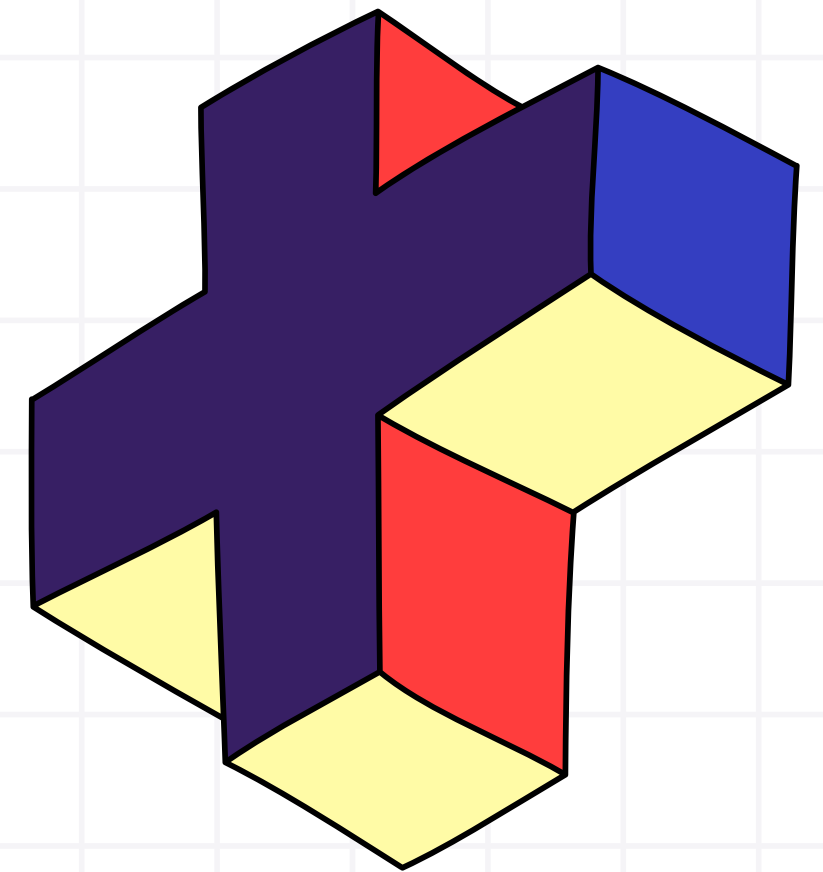
ZACK INGLES
HELLO@ZACKINGLES.CA
MEDIA.ZACKINGLES.CA

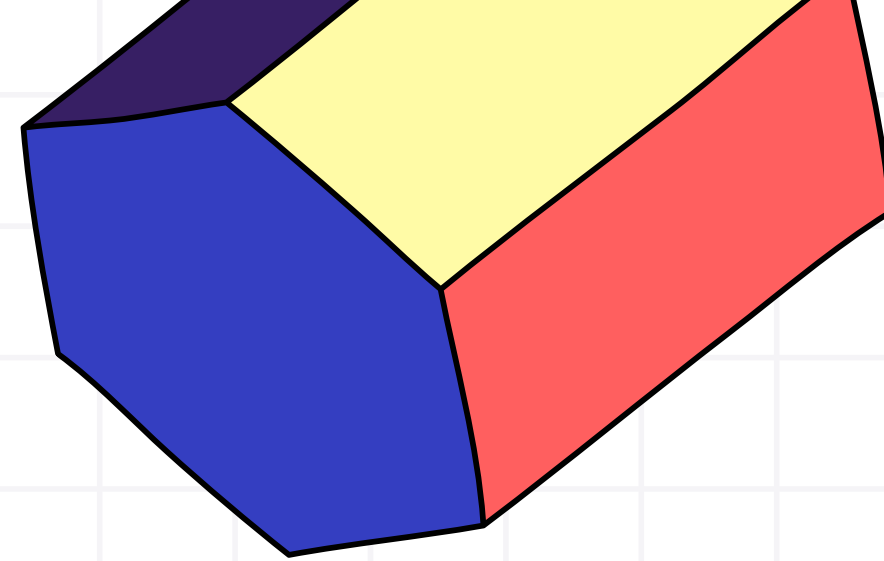


"We're up against huge competition. People are bombarded daily with messages from advertisers, entertainers, media and corporations."

WHAT QUESTIONS DO YOU HAVE?

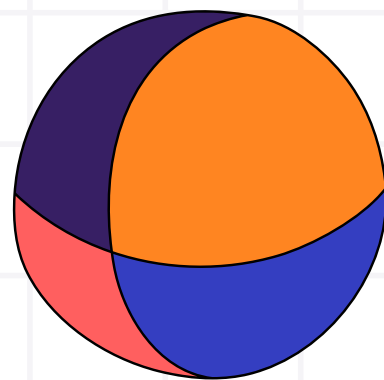
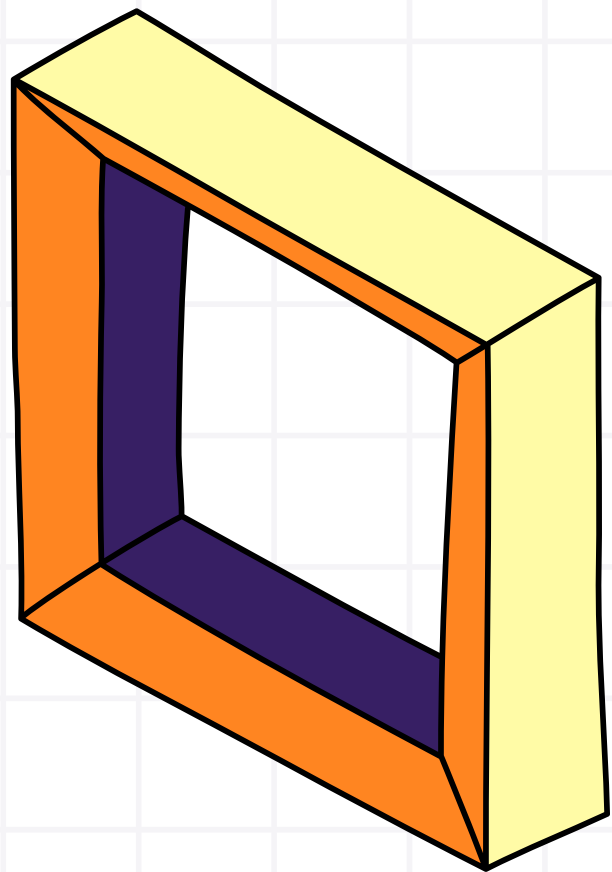
WHAT ARE YOU STRUGGLING WITH?



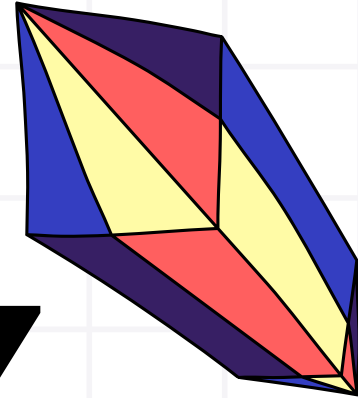


01

**HAVE A STRATEGY
& STAY FOCUSED**



HAVE A STRATEGY & STAY FOCUSED



CREATE A PLAN

Use an online communications plan template or Chat GPT.

DEFINE THE END RESULT

What could this strategy accomplish?

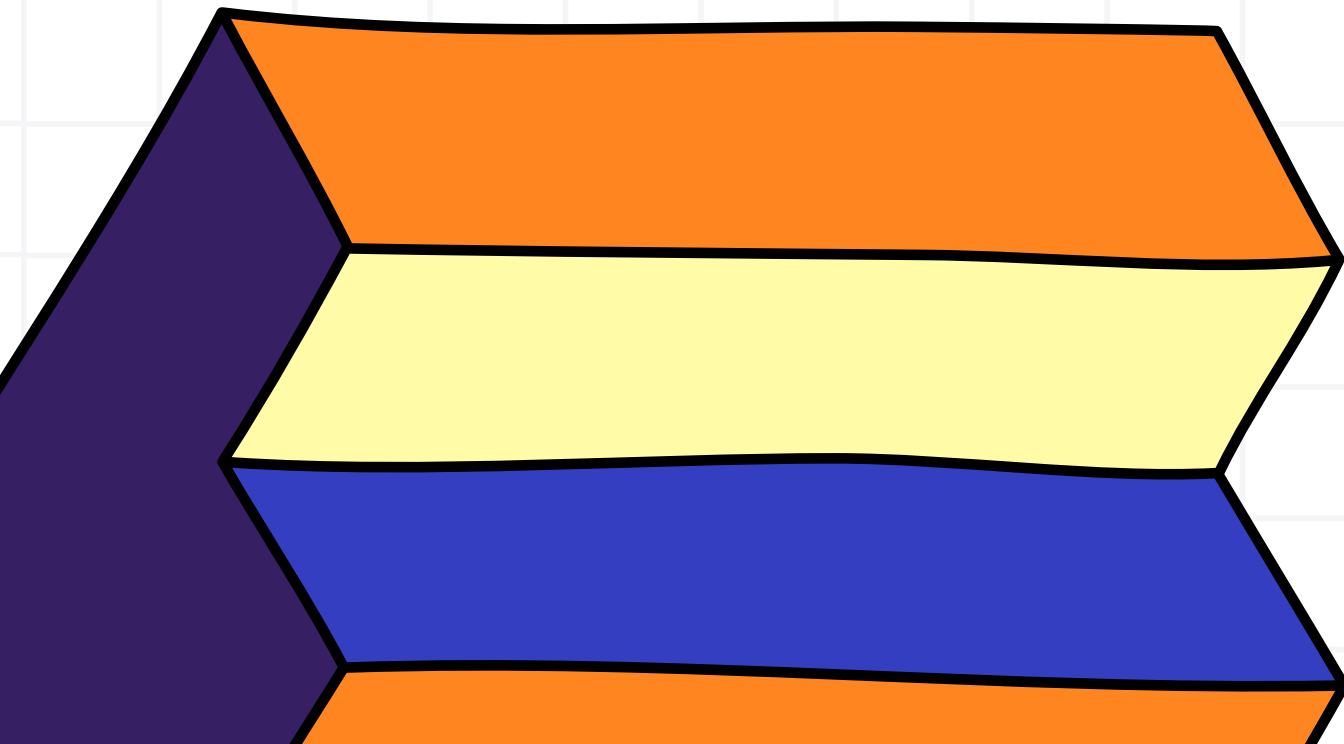
Why are we developing this strategy?

What results do we want to see after this strategy is developed?

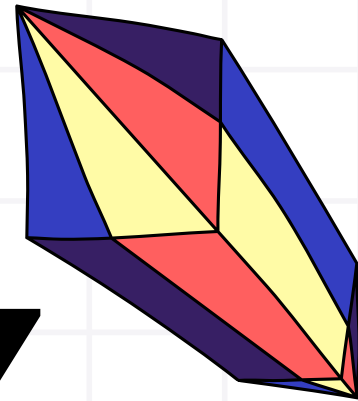
How will we measure our success?

HOW LONG SHOULD RUN A "LET'S TRY IT" IDEA?

3-6 months minimum commitment. It will take you at least a month or two of intentional focus to feel confident with the new thing. And, when you are confident and focused, that's when others will start to take notice and lean in.



HAVE A STRATEGY & STAY FOCUSED



UNDERSTAND YOUR AUDIENCE

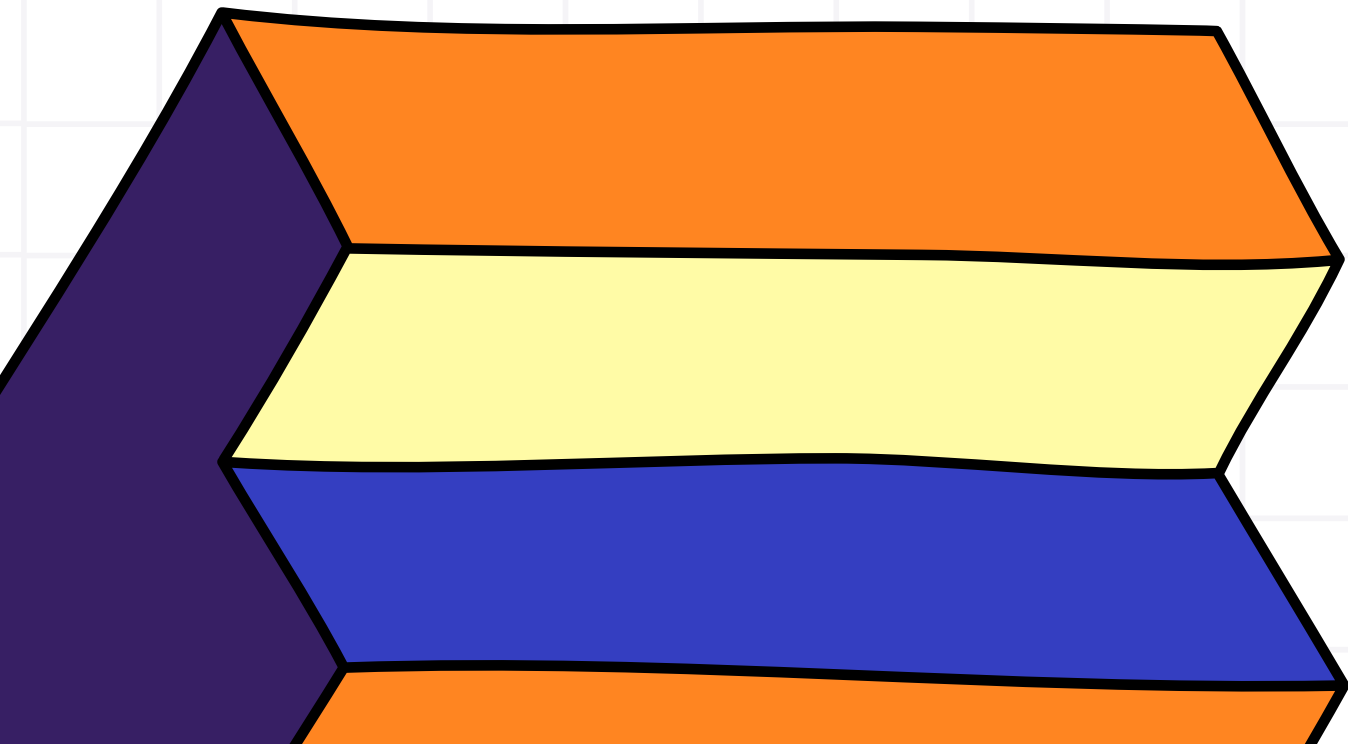
Who are the people you are try to communicate with?

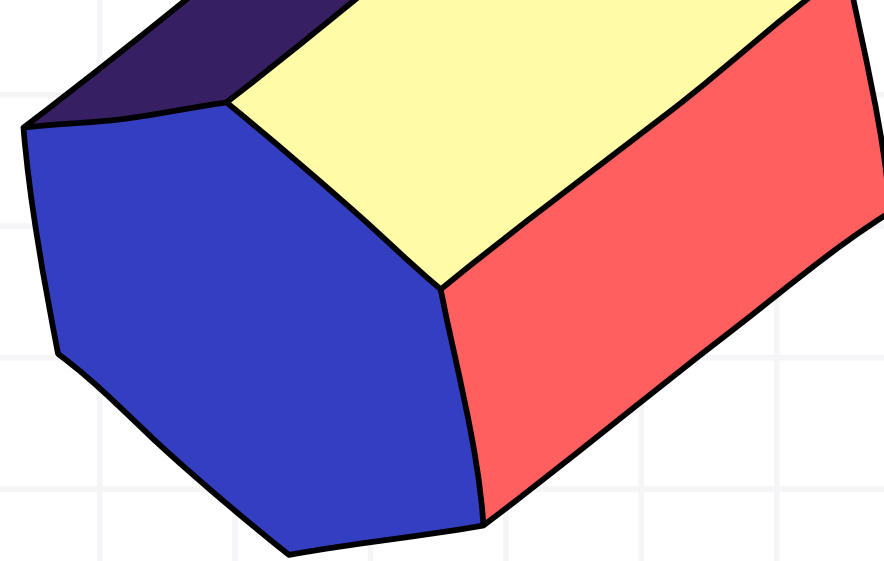
How do they communicate?

Where do they spend the majority of their time?

RESPECT THEIR TIME

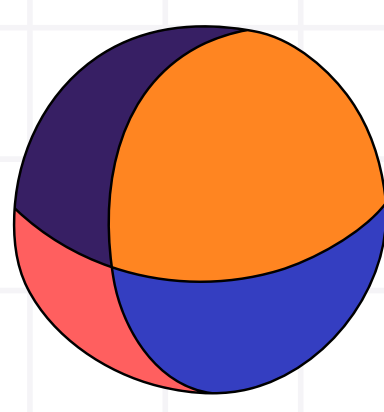
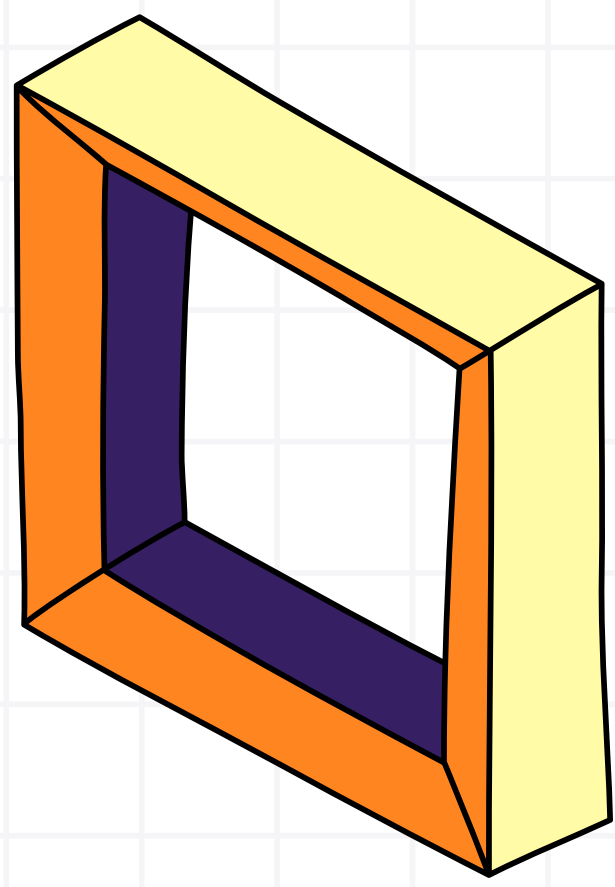
Target your communications to the right groups. When you don't respect people's time, eventually they will just tune you out completely.

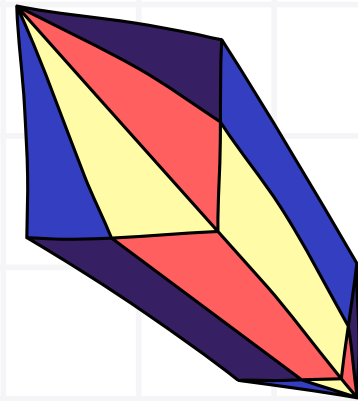




02

**START SMALL
& DO IT WELL**





START SMALL & DO IT WELL

LIVE WITHIN YOUR LIMITS

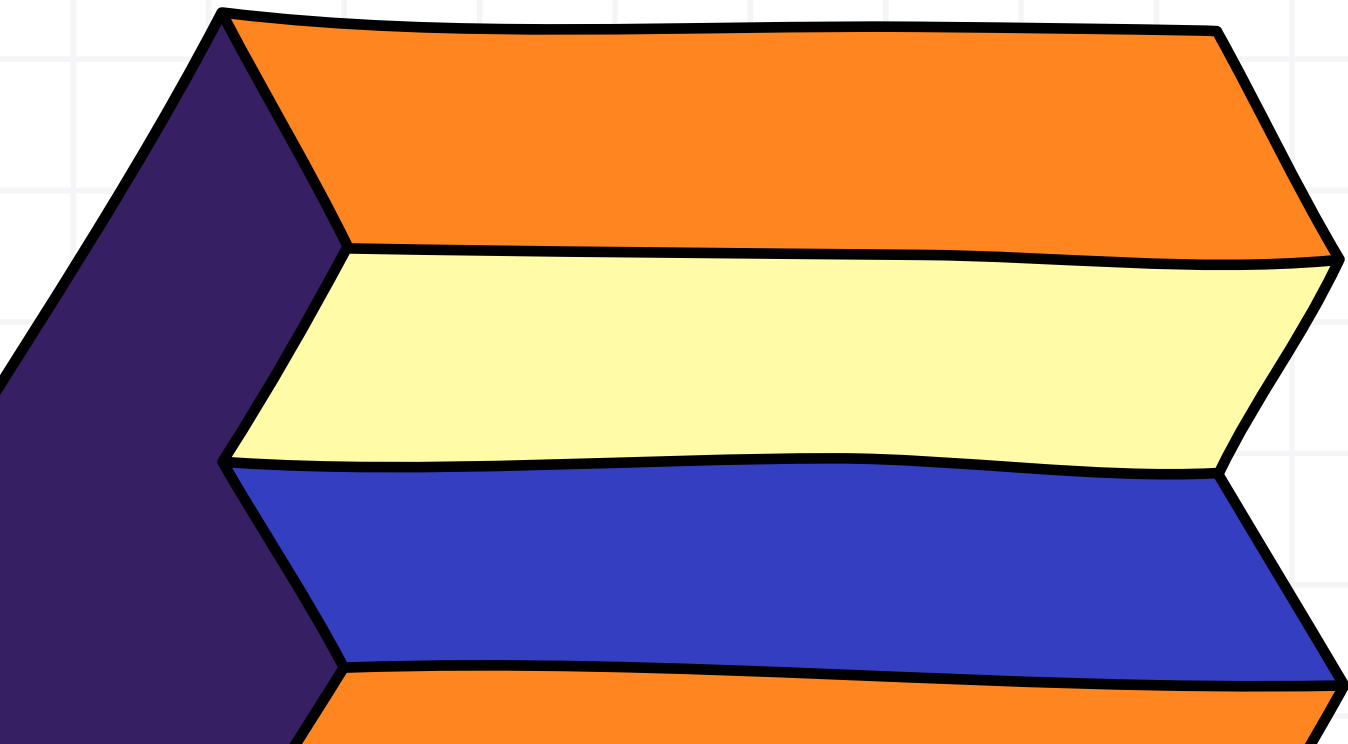
It is better to do 1 thing well than 10 things poorly. We can't be everything. Sometimes the best approach is the simplest one.

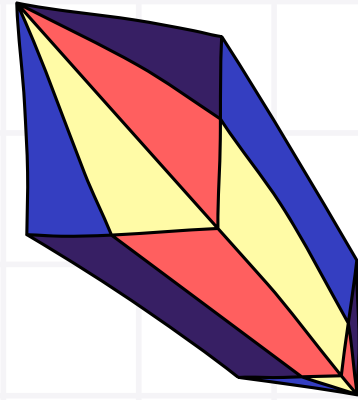
DON'T SAY TOO MUCH

If you try to say everything, you'll end up communicating nothing. Over time bulletins, newsletters, websites and even social media can accumulate so much information that people don't bother to even try to sort through it all. The secret to a lot of modern advertising is "saying less, says more."

THE (EMAIL) RULE OF 3

1. Something to follow-up on
2. Something to announce
3. Something to do next





START SMALL & DO IT WELL

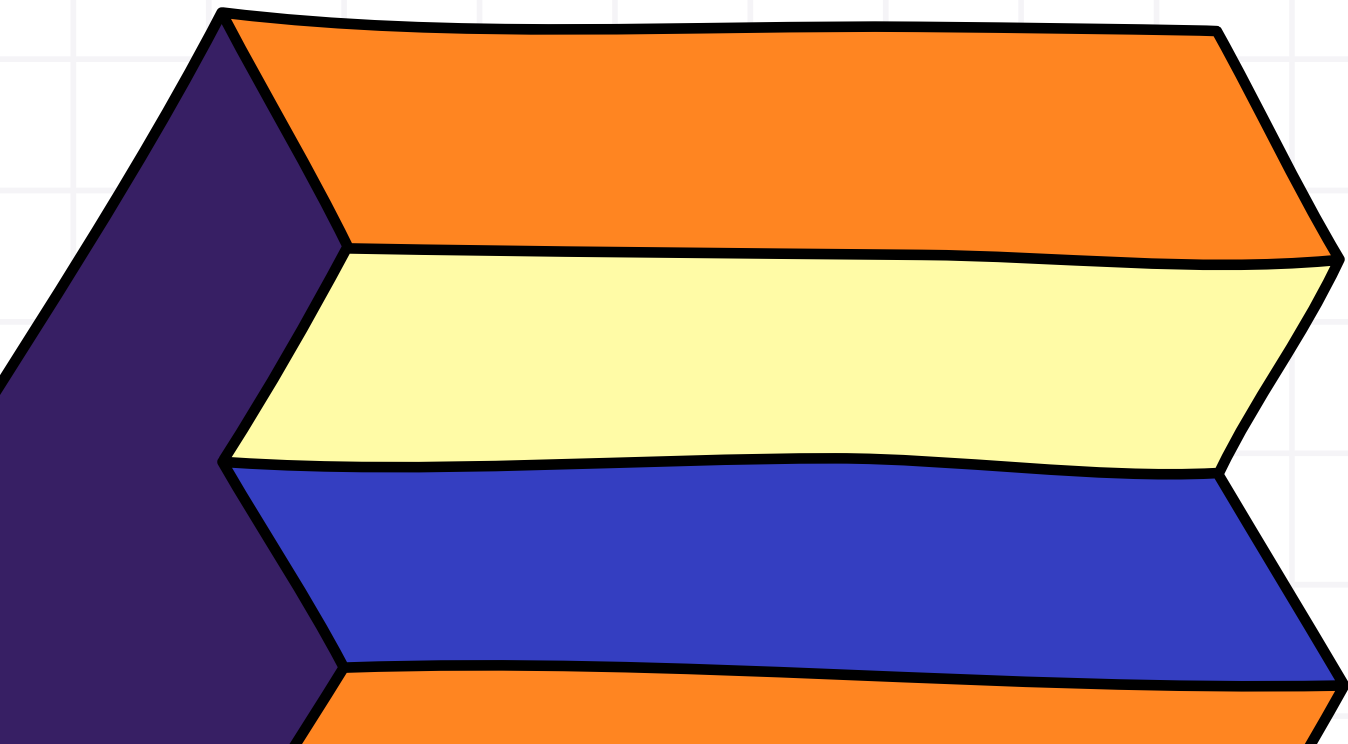
HAVE A HOME BASE

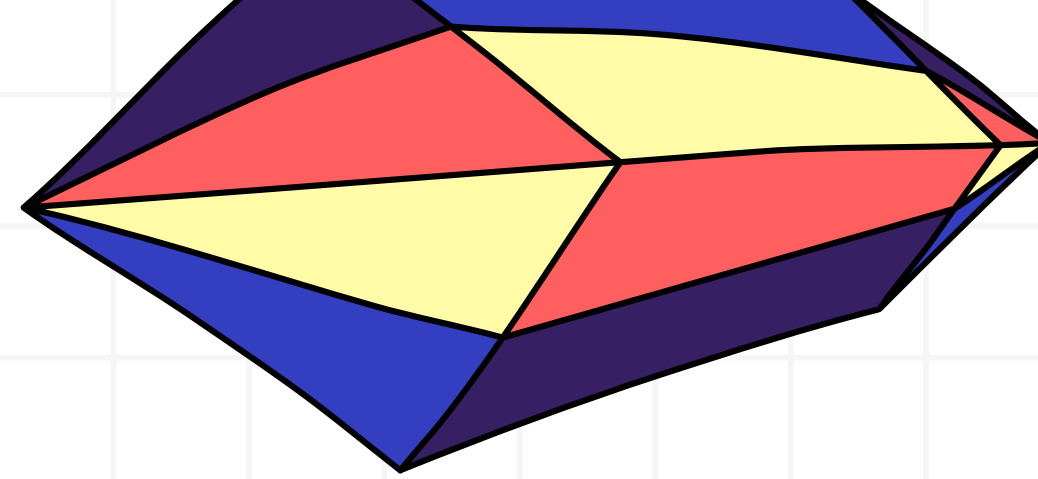
Your home base is where someone can go at anytime and know they are finding the most accurate, up to date, and dependable information.

ESTABLISH OUTPOSTS

Print bulletins, email newsletters, announcements shared on a screen before a service, word of mouth, newspaper ads, postering, mail campaigns, and yes, social media.

***Bonus tip** Your community's Google Business listing is almost always the first thing someone sees about you. Ensure that it has accurate information, photos, and encourage members to leave reviews. This will help you rank higher when someone searches for things like "church near me"





FACEBOOK

18-29 (68%), **30-49 (78%)**, 50-64 (70%), 65+ (59%)

TIKTOK

18-29 (59%), 30-49 (40%), 50-64 (26%), 65+ (10%)

INSTAGRAM

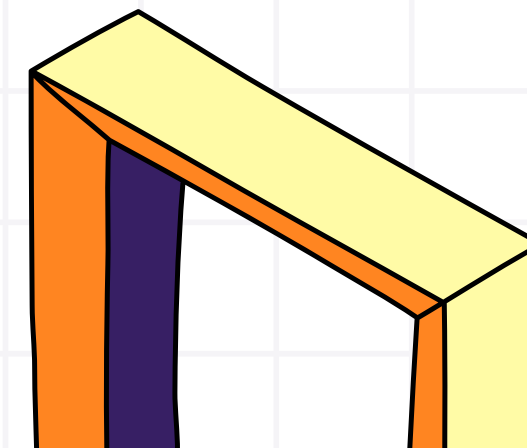
18-29 (76%), 30-49 (66%), 50-64 (36%), 65+ (19%)

YOUTUBE

18-29 (93%), **30-49 (94%)**, 50-64 (86%), 65+ (65%)

X (TWITTER)

18-29 (38%), 30-49 (25%), 50-64 (15%), 65+ (8%)



WHAT THE HECK IS A REEL?

POSTS

For your **subscribed audience**. They can be text, images, video, and links. Posts can be boosted for paid advertising beyond your subscribed audience.

STORIES

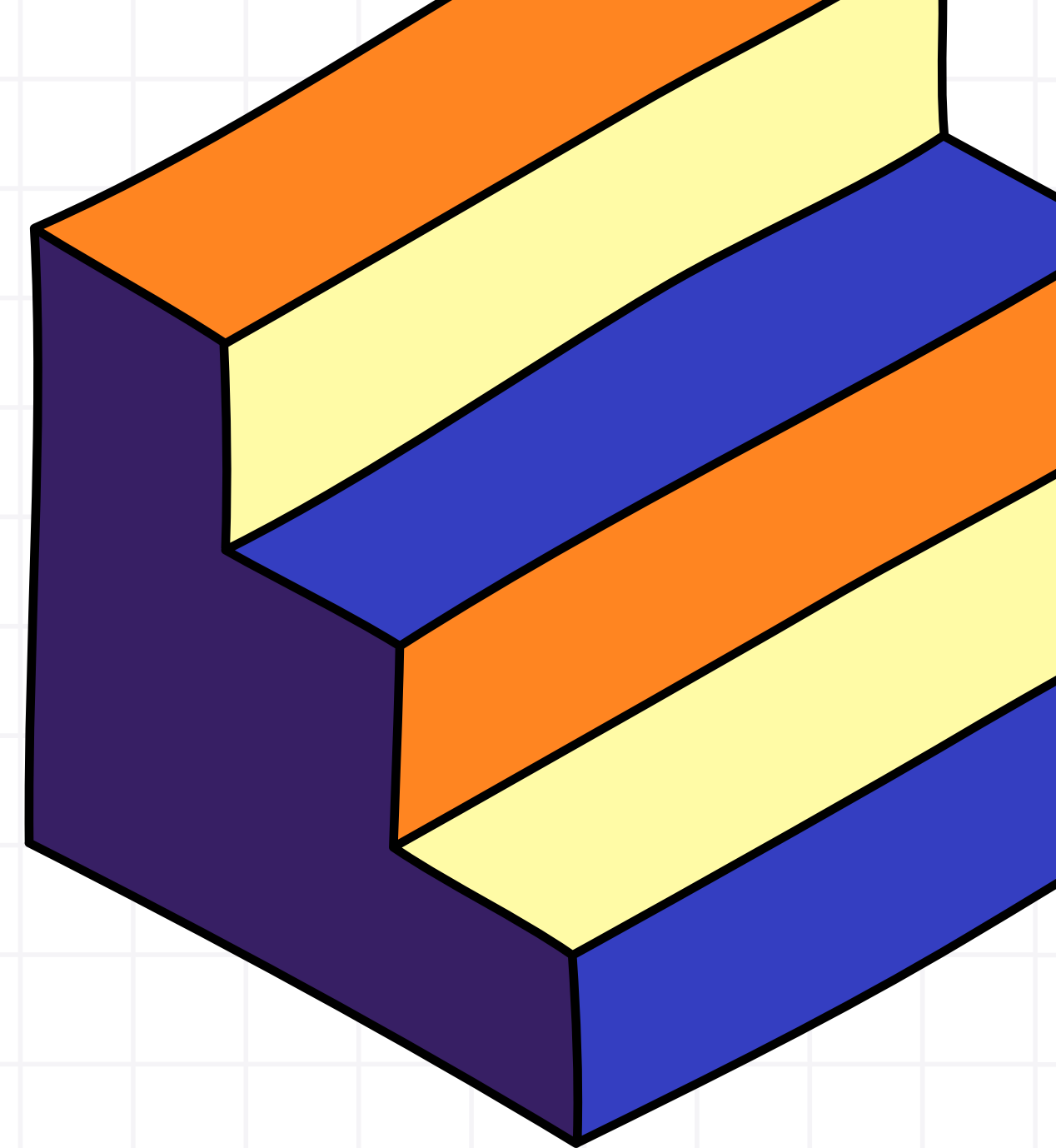
For your **subscribed audience**. Meant to be the most current snapshot of what you're doing. They can be dynamic and unpolished. They also have a 24hr expiry. They can be text, images, video, and links.

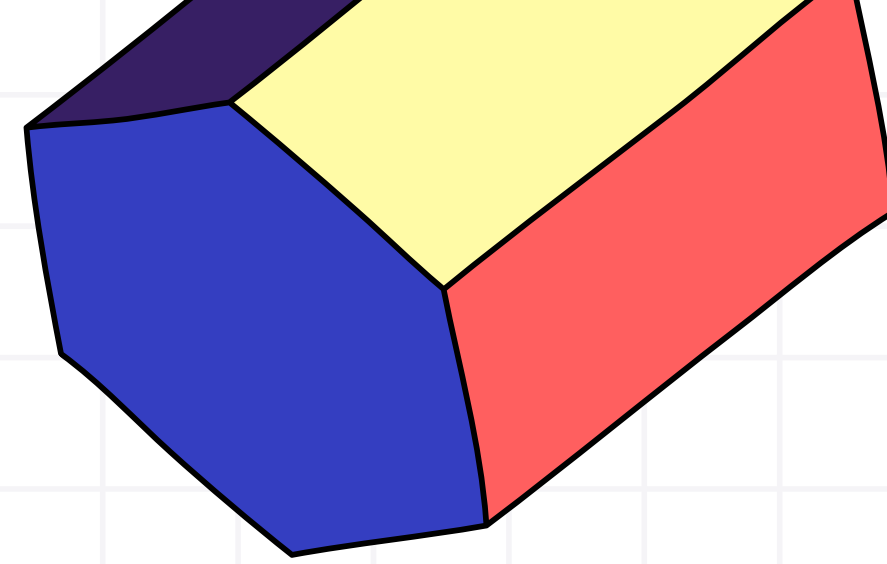
REELS, TIKTOKS, & SHORTS

Mainly for your **unsubscribed audience**. Prioritized video content (but photo slideshows can also be used). Usually follow video trends (ice bucket challenge, dances, etc...) Use popular music in the background. The less polished, the better. Can be boosted for paid expanded reach.

CLASSIC YOUTUBE VIDEOS

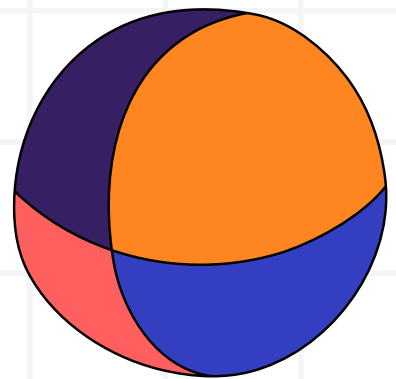
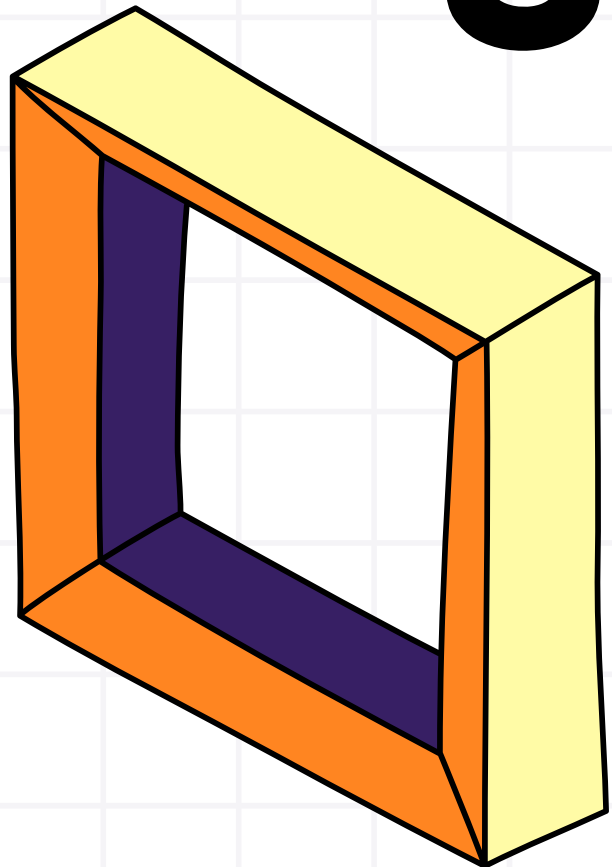
Mainly for you **subscribed audience**. Polished and rehearsed with more production. Posting your service live stream to YouTube does not count.



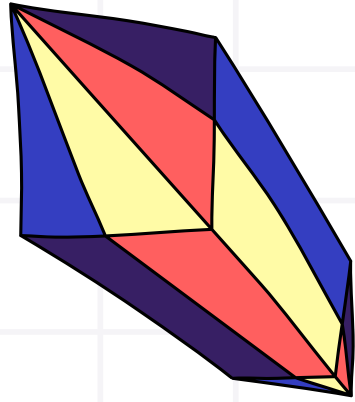


03

**STOP ADVERTISING
START STORYTELLING**



STOP ADVERTISING START STORY- TELLING



A COMMON LANGUAGE

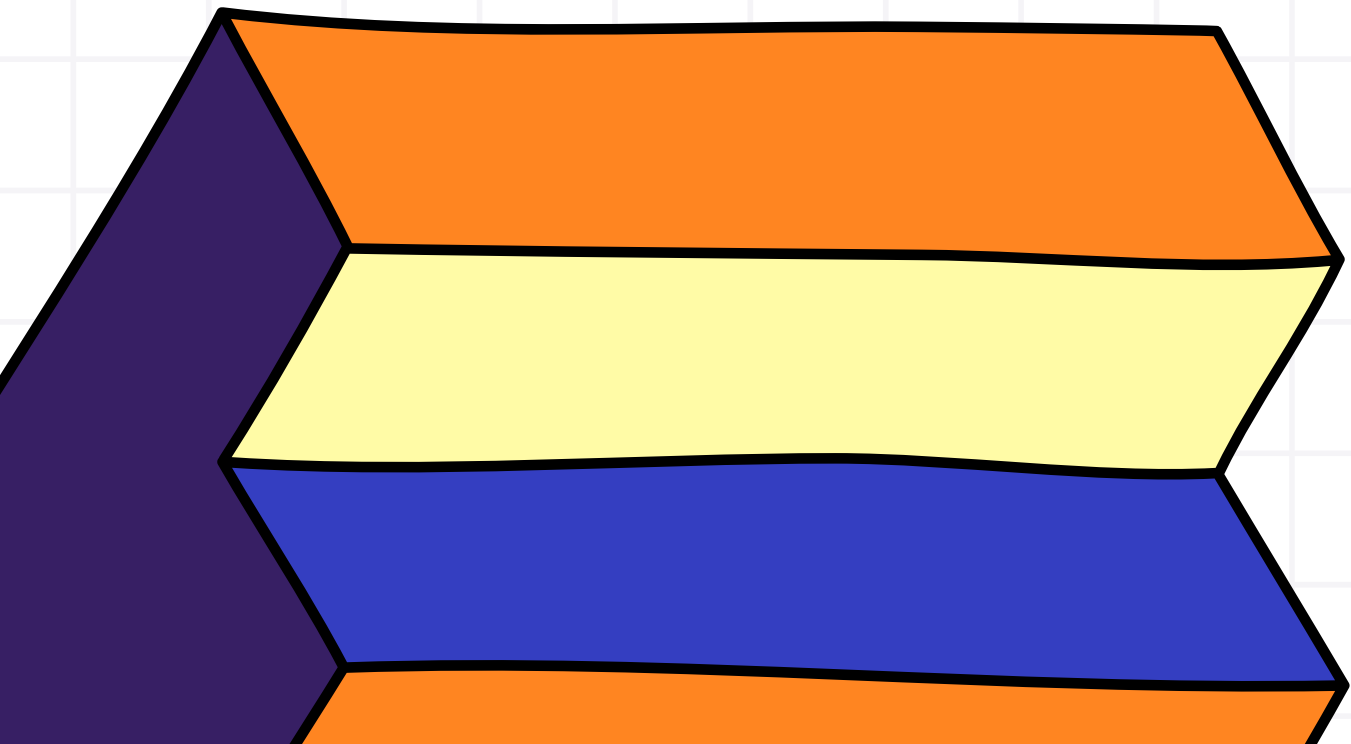
Stories are a common language we all speak. God created us to love stories. When we tell stories, we can connect with people in a way they understand.

WEBSITES TELL STORIES

What story does your ministry's website tell? Does it paint an accurate picture of who you are? Is it clear, or flattering, or even accurate?

SOCIAL MEDIA TELLS STORIES

Most churches spend all of their social media energy on blasting announcements. Advertising is not the point of social media. It's connection.



WEBSITES TELL STORIES

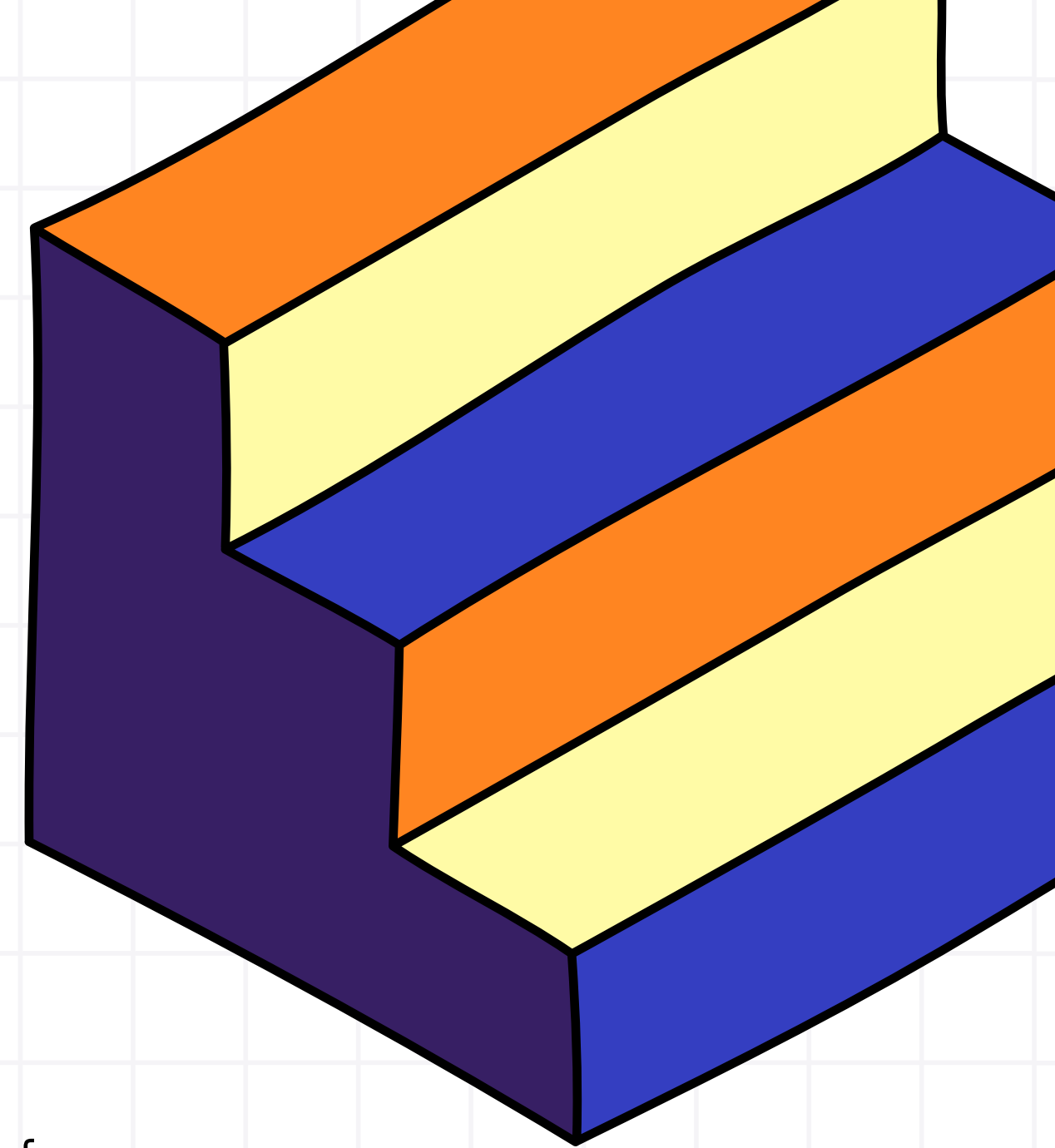
Open a new browser tab and type in your web address.

What's the first thing you see when the home page loads?

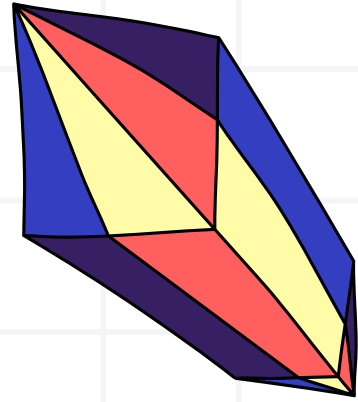
Do you get an accurate representation of your church within the first three seconds of looking at it?

Does it tell a story that people want to hear?

If you had never heard of this church before, would you make any kind of effort to learn more or even show up to a service?



STOP ADVERTISING START STORY- TELLING



A COMMON LANGUAGE

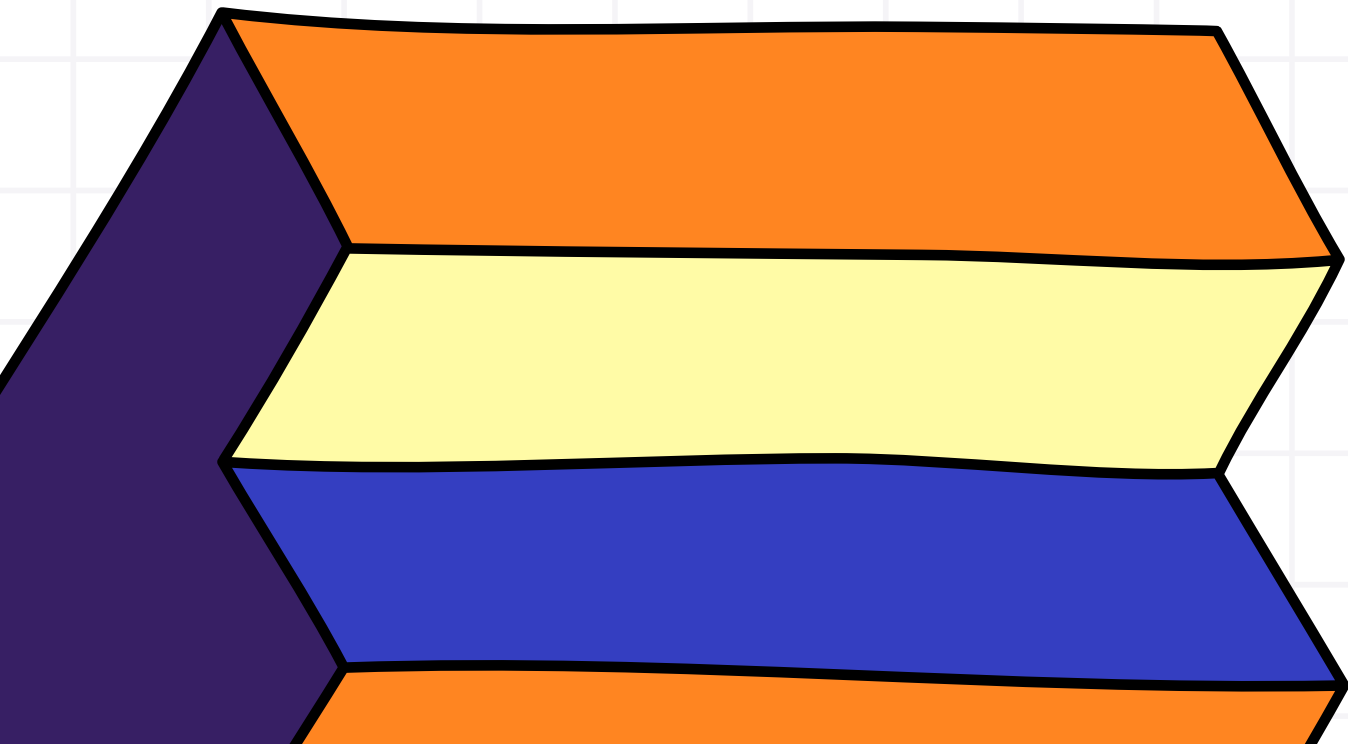
Stories are a common language we all speak. God created us to love stories. When we tell stories, we can connect with people in a way they understand.

WEBSITES TELL STORIES

What story does your ministry's website tell? Does it paint an accurate picture of who you are? Is it clear, or flattering, or even accurate?

SOCIAL MEDIA TELLS STORIES

Most churches spend all of their social media energy on blasting announcements. Advertising is not the point of social media. It's connection.



SOCIAL MEDIA TELLS STORIES

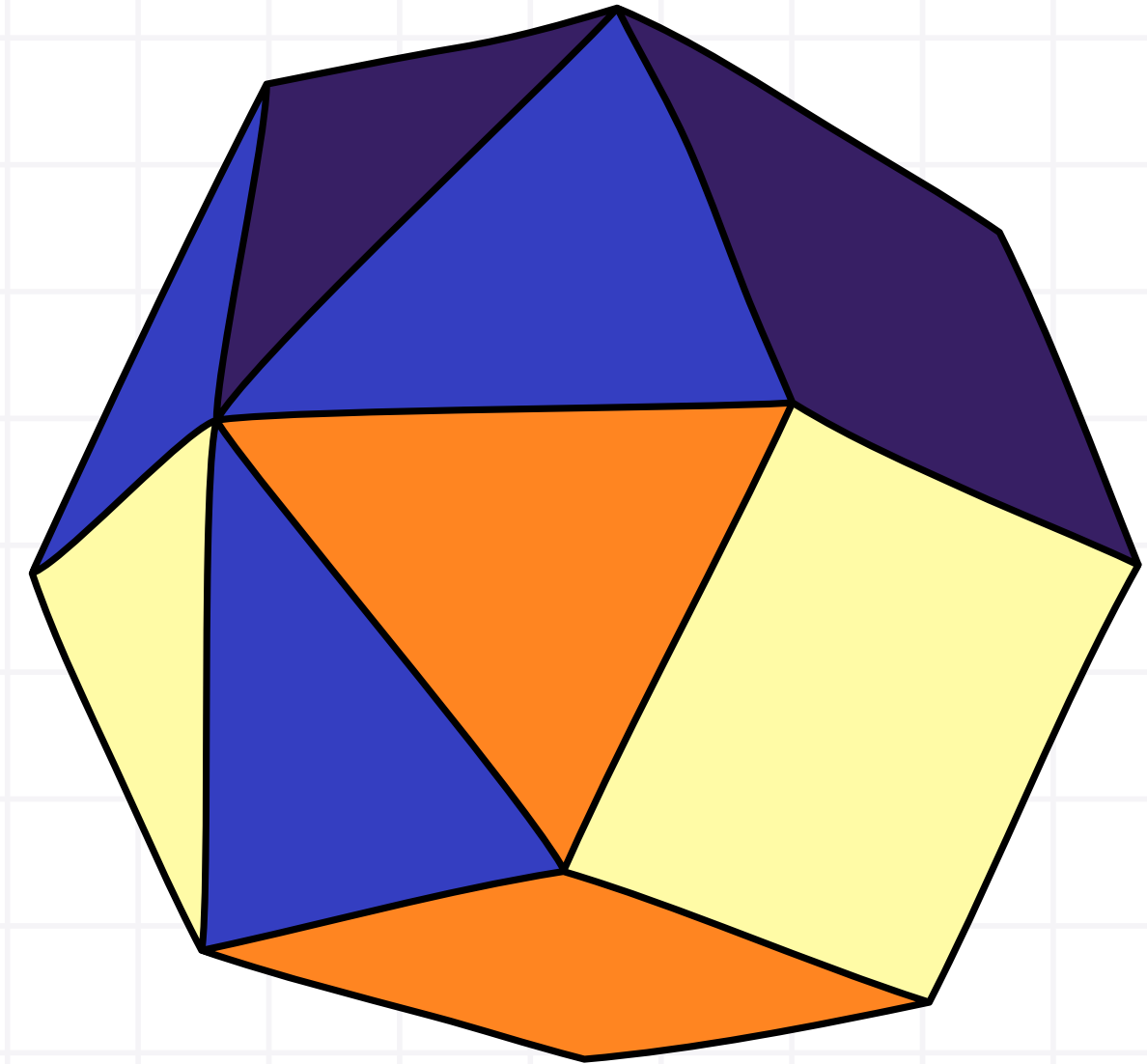
Open up one of your church's social media accounts and scroll through the last 10 posts.

How many of them told a story?

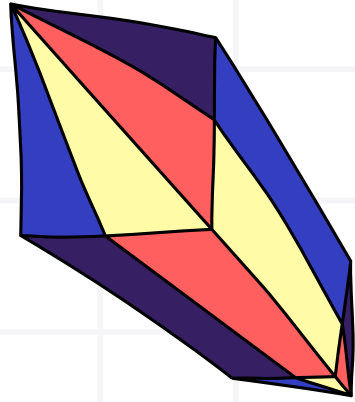
How many of them talked about something other than your church?

How many of them were just an announcement about an upcoming event?

How many of them included a link to your homepage?



STOP ADVERTISING START STORY- TELLING



STORIES CREATE CONNECTION

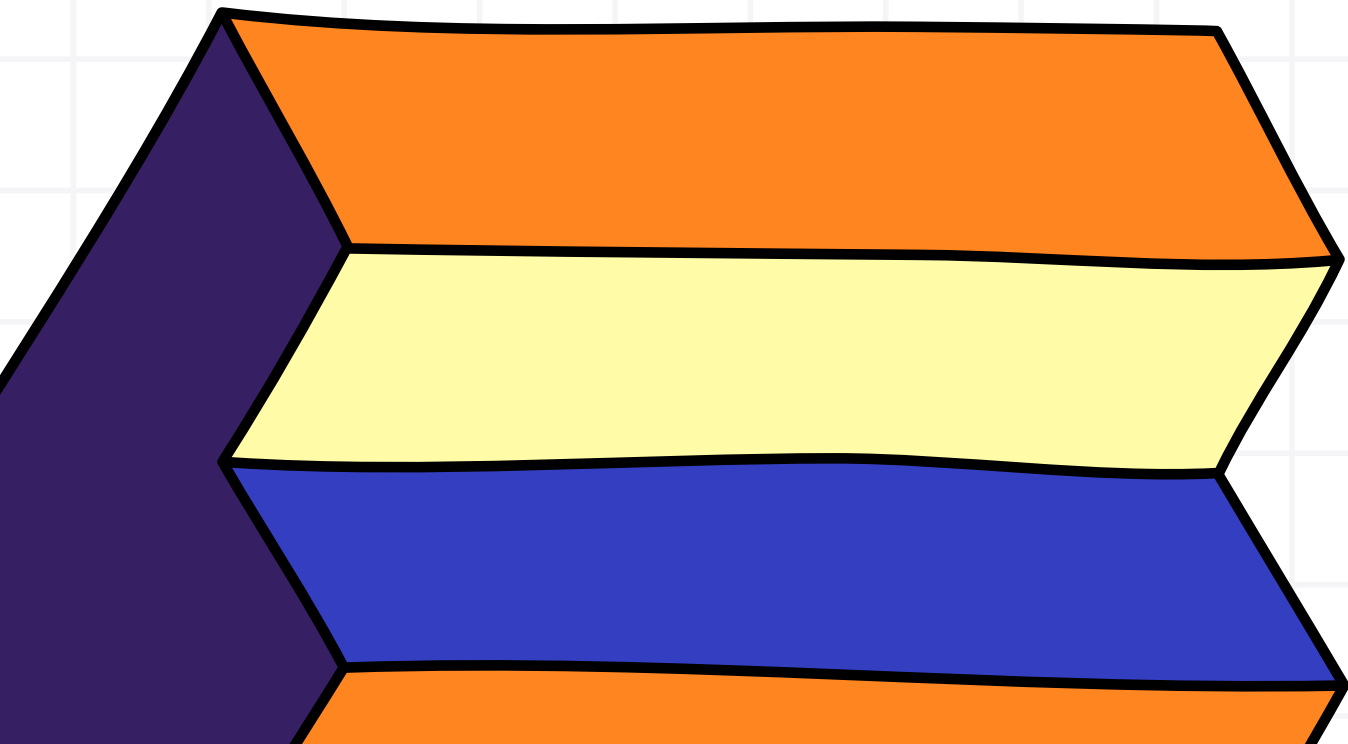
When we use storytelling in outreach, we're standing out from the crushing wave of information overload that we all experience daily. We don't want to look like a marketing company. We want to create a connection with our audience.

EVENTS TELL STORIES

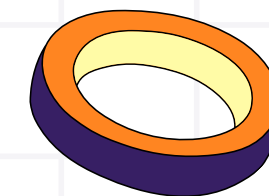
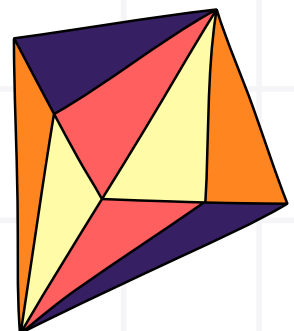
Announcements focus on just providing event information in an impersonal way. What if we told a story about the event instead? Why does your church put on the event? How does it impact people's lives? How does it impact the wider community?

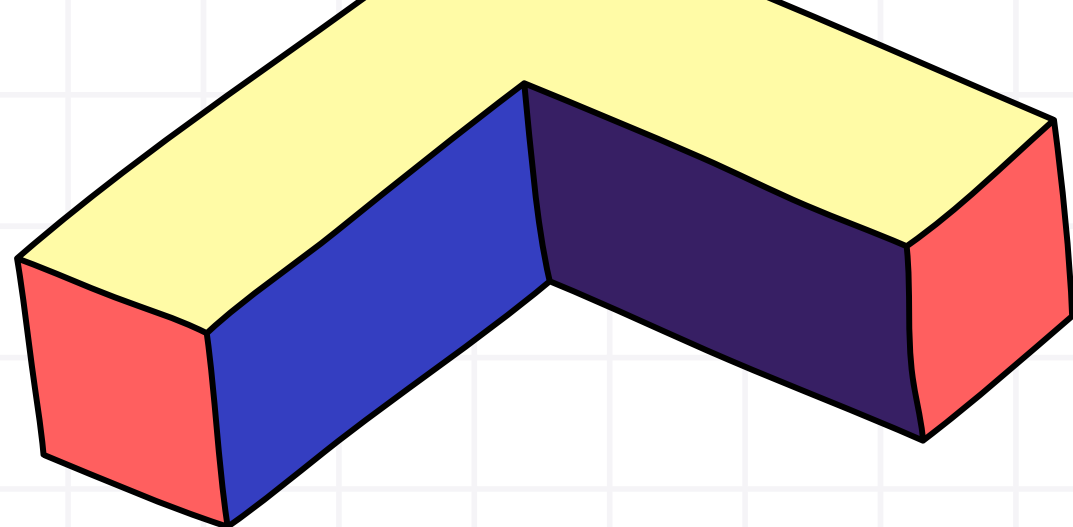
VOLUNTEERS TELL STORIES

There is a reason why most of your volunteers give so much of their time every week or month. Invite them to tell their stories.



**STOP ADVERTISING.
START STORYTELLING.**





RESOURCES

PLANNING

[ClickUp Communications Plan Templates](#)

SOCIAL MEDIA DEMOGRAPHICS

[Pew Research](#) [Sprout Social](#)

INSPIRATION

[Church Juice](#) [Creative Pastor](#) [Worship House Media](#)

STOCK PHOTOS & VIDEOS

[Pexels](#) [Unsplash](#)

CONTENT CREATION

[Canva](#) [Mailerlite](#) [Google Forms](#) [Wix Website Builder](#)

SOCIAL MEDIA MANAGEMENT

[Buffer](#) [Meta Business Suite](#)