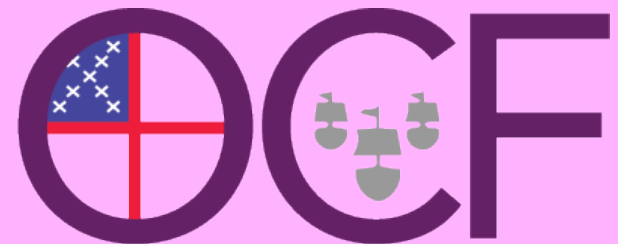


Communications Basics

*How to understand and tell the story of
your formation ministry*

Megan Nolde,
Camping Ministry &
Formation Associate



Office of Christian Formation
The Diocese of Virginia

MISSION

- The heart of who you are – what you're all about, want to accomplish, and value.
- A statement of purpose.
- What's your mission?

VALUES WORKSHEET

Use the provided values as a point from which to launch your thinking as you list all the values that steer your decision-making and the direction of your organization. After you compile a list of all values you believe play a significant role in your business decisions and plans, put a check mark alongside the few that you feel take precedence over all others.

<input type="checkbox"/> Satisfied customers	<input type="checkbox"/> Maximum profits	<input type="checkbox"/> Long-term success
<input type="checkbox"/> Enjoyable business atmosphere	<input type="checkbox"/> Healthy, satisfied, fulfilled employees	<input type="checkbox"/> Dominant market position
<input type="checkbox"/> Leading technologies and innovations	<input type="checkbox"/> Industry and market recognition	<input type="checkbox"/> Environmental protection
<input type="checkbox"/> Product quality	<input type="checkbox"/> Ethical standards	<input type="checkbox"/> Contribution to community
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

STATING YOUR MISSION WORKSHEET

In a sentence, how do you describe what your company does?

In a phrase, what product or service do you offer?

In a phrase, what group of people do you serve?

What benefits or positive outcome do you promise to those you serve?

When thinking about your offerings compared to competitive offerings, what words would those who know your business well use to explain how you are different or better?

Mission Statement Framework

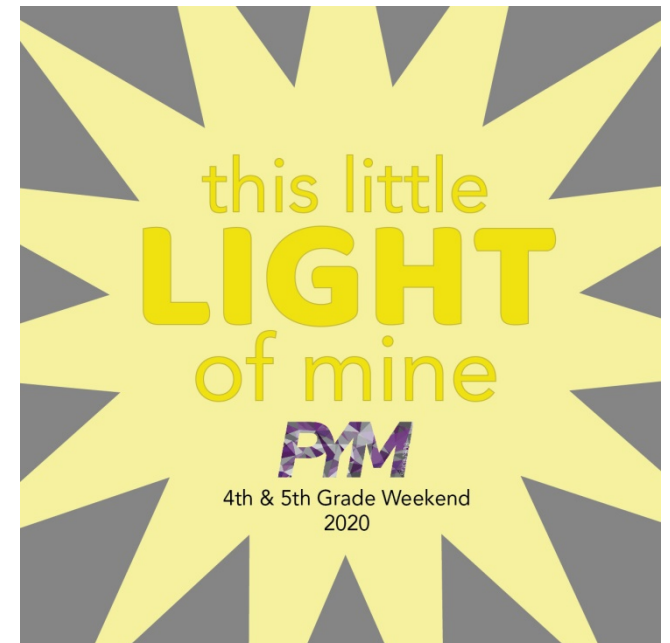
[Name of your business] provides [description of the product or service your business offers] for [describe the group of people you serve] who seek [define the positive benefit you deliver] and who prefer our solution over available alternatives because we [describe your point of difference as described in Chapter 5]

BRANDING

- Making sure everything communicates the same ideas visually and in writing
- Logos and speaking or writing-style
- Simple is better!
- Design-oriented = Adobe, newbie = Canva



Young Adult Network
The Diocese of Virginia



CONSISTENCY

- Brand your photos and flyers too!
- Use your logo everywhere!
- Choose a font or two and a color scheme and use it everywhere!

PRIMARY LOGO



ALTERNATE/SECONDARY LOGO



COLORS



VIOLET

17/49/0/72

60/37/72

#3C2548

PMS: 7652U, 518C



GRAPE SODA

2/63/0/57

108/41/110

#6C296E

PMS: 7650U, 689C



JUICY ORANGE

0/65/71/3

247/87/72

#F75748

PMS: 1665U, 7416C



CREAMSICLE

0/41/69/0

255/151/79

#FF974F

PMS: 142U, 714C



CLOUDY

0/6/18/36

164/154/135

#A49A87

PMS: 7536U, 7529C

FONTS

HEADLINES: GOTHAM ROUNDED MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY: GOTHAM ROUNDED BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USAGE EXAMPLES



TAGLINE

sunshine delights

GRAPHIC ELEMENTS/ICONS



PATTERNS/TEXTURES



AUDIENCE

- Who are you talking to?
- Build a couple profiles of what “kind of person” that audience is– not a stereotype– something easy to visualize.
- Use those to compare your messages to.

SOCIAL MEDIA

- Facebook
 - Articles, longer texts, links
- Instagram
 - Visuals, make sure to curate your feed, stories for one-offs
- Twitter
 - Writing-prone persons (devotionals, links, prodding questions)

INSTAGRAM



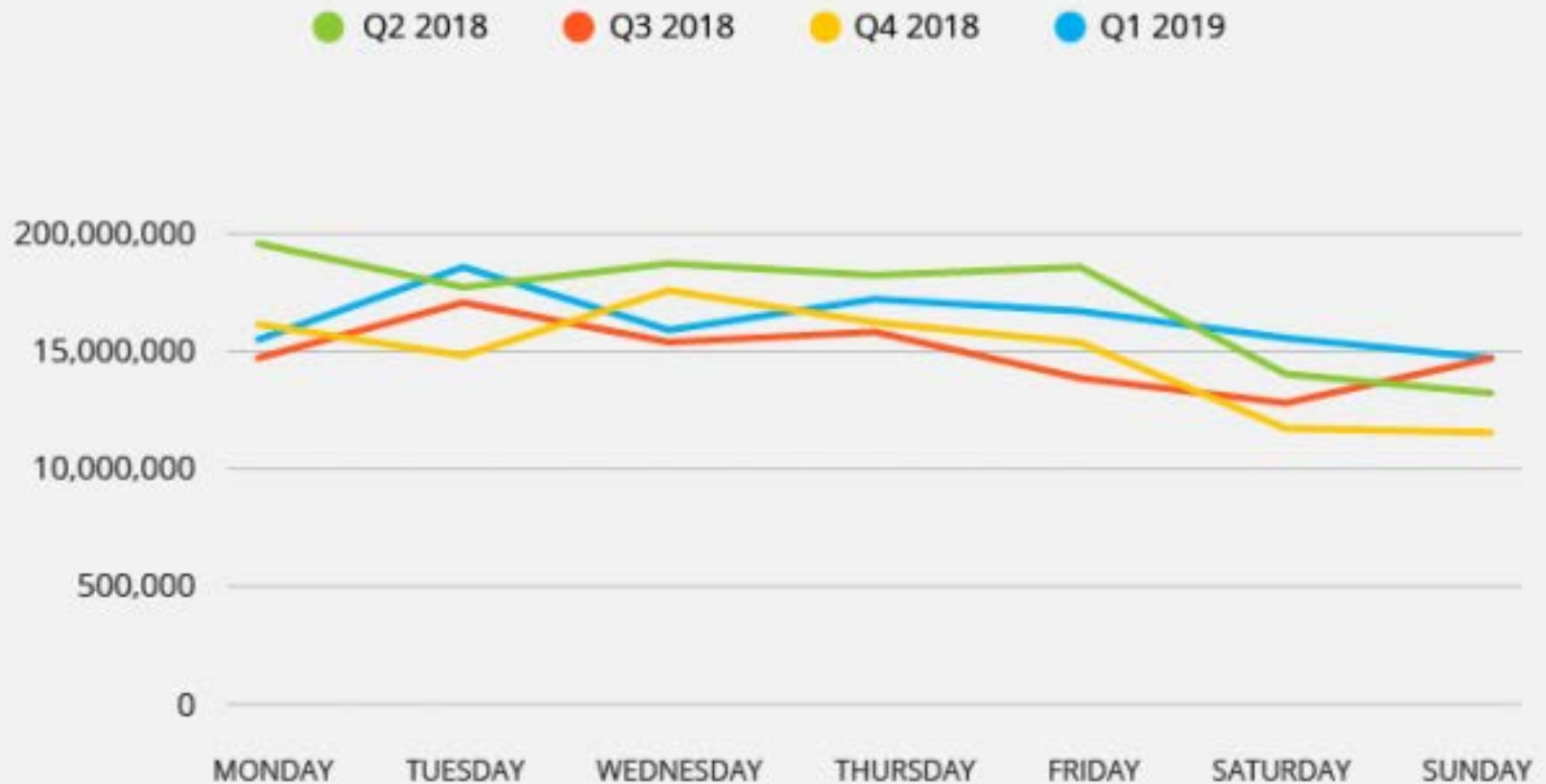
NON-PROFIT

10AM or 4PM

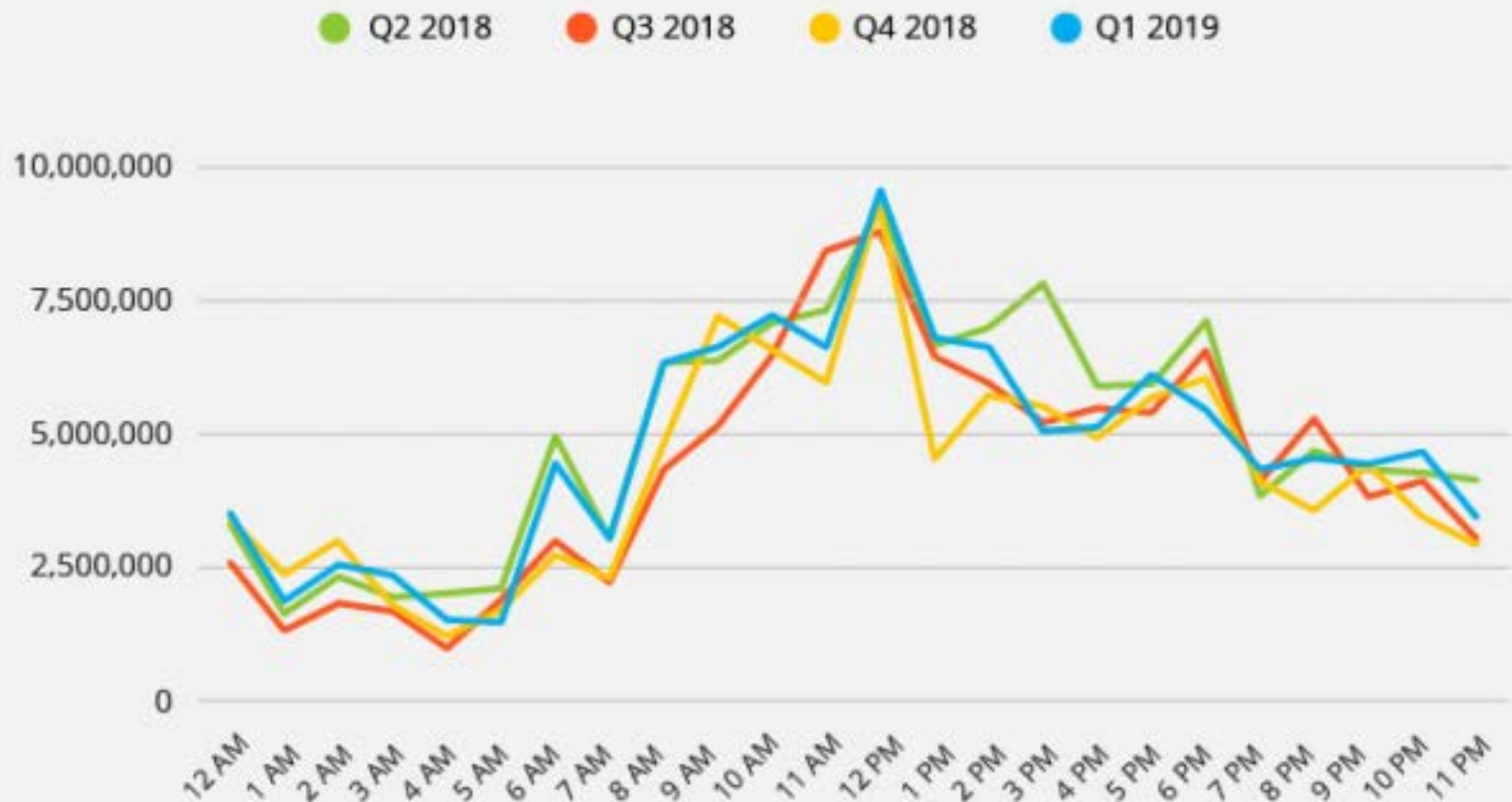
Su M **Tu** W Th F Sa



Best day to post on Facebook for B2C brands



Best time to post on Facebook for B2C brands



— SOCIAL MEDIA CONTENT IDEAS TO —
**FILL UP YOUR
CONTENT CALENDAR**



DISCOUNT OR PROMOTION



TAKE A POLL



ASK A QUESTION TO YOUR AUDIENCE



HIGHLIGHT A BIZ-FRIEND'S PAGE



INSPIRATIONAL QUOTE



QUICK VIDEO TRAINING



SHARE WHAT YOU ARE READING



FUN FACT



SHARE A TIP OR TRICK



INDUSTRY ARTICLE



A DAY IN THE LIFE POST



COMIC OR MEME



TESTIMONIAL QUOTE



SHARE AN EYE CATCHING PHOTO



ANSWER A CUSTOMER'S QUESTION



HOLIDAY POST



HIGHLIGHT A NEW PRODUCT OR SERVICE



SHARE AN INTERESTING STATISTIC



INFOGRAPHIC



THIS OR THAT QUESTION TO GET FOLLOWERS INPUT



LONG POST OR STORY



RECOMMEND A HELPFUL TOOL



SHARE A FREE RESOURCE



WEEKLY ROUND UP INTERESTING ARTICLES



CONTEST OR GIVEAWAY



SHARE A FAN PHOTO



BREAKING NEWS



AN ICYMI (IN CASE YOU MISSED IT) POST TO AN OLD BLOG POST



BEHIND THE SCENES PHOTO



PRODUCT PICS



THANK YOUR FANS

By: Larry Kim, MobileMonkey, Inc.

EMAIL MARKETING

- Constant Contact or MailChimp
- Best practices
 - 5-6 sections at most
 - Times to send
 - Use your newsletter link!
 - Addressed from YOU
 - List the contents
 - Short & to the point contents

The Best Day To Send Email Is...

S

M

T

W

T

F

S

Tuesday

#1

The best day to email is by far on Tuesday.

Thursday

#2

If you send two emails a week, choose Thursday for your second day.

Wednesday

#3

While Wednesday wasn't the most popular, it was mentioned several times.

The Best Time To Send Email Is...

6AM

8AM

10AM

12PM

2PM

4PM

6PM

8PM

10PM

12PM

While late-morning send times were the most popular in general, several studies concluded that the best time to send emails is at 10 a.m.

10 am

As Campaign Monitor notes, this is likely due to people checking their email before going to bed.

8 pm

It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.

2 pm

50% of you begin your day by emailing in bed.

6 am

WEBSITES

- Weebly or Wix
- Best practices
 - Link newsletters to this site
 - Link content on social media to this site
 - Container for long articles, blogs, resources, documents, and other long-form information
 - High contrast, use your branding, short and simple menus, update pages frequently if possible