Church Communications System

A field guide for small and rural churches with limited time, limited staff, and a real local voice

Build a dependable weekly rhythm without turning ministry into a content treadmill.

What this guide gives you
A complete system for deciding what to say, where to say it, who confirms it, and what to do when plans change. It includes worked examples, a weekly rhythm, a voice guide, mobile and access checks, copy-ready prompts, and clear boundaries. Use it with your approved facts and real local relationships.

Build a weekly rhythm that volunteers can keep

The point is not posting every day. The point is making the most important information accurate and reachable before it becomes urgent.

Practice	What it looks like
Monday: decide	Confirm the week’s one primary message, source facts, owner, and approval deadline.
Tuesday: draft	Prepare the public version and one low-tech/mobile alternative from approved details.
Wednesday: check	Verify facts, links, names, dates, promises, tone, access, and the action you want people to take.
Thursday–Sunday: listen	Monitor questions, correct errors visibly, and record what confused people for next week.

Put it into practice
If capacity collapses, protect the calendar, the Sunday/service change notice, and the human contact first. Everything else can wait.

Workflow: first-time guest follow-up

Follow-up should be permission-based and warm, not automated pressure. A message opens a door; a real person listens on the other side.

Practice	What it looks like
Gather	What was publicly offered, the permitted contact route, one genuine next step, and who will reply.
Draft	A short thank-you that does not assume their experience, needs, family, or beliefs.
Review	Confirm consent/opt-out practice, contact accuracy, and whether someone can respond by phone or in person.
Stop	Do not upload contact lists or ask a tool to infer who needs care.

Bounded prompt

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Draft two permission-respecting follow-ups from the approved event details: one 35-word text and one
110-word email. Thank the person, offer one next step, and give a human contact. Do not imply personal
need, require a reply, or promise individual care. DETAILS: [approved facts]
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