

Tiered Communications Worksheet



A tiered communications system establishes an organized hierarchy for all the information your church needs to communicate. The result is that some messaging receives church-wide communication with greater emphasis. Other messaging is communicated in a very intentional manner but with less emphasis and/or to smaller, more select audiences.

Remember, when everything is important, nothing is important.

PRACTICE BY CREATING A PLAN FOR YOUR MINISTRY'S MESSAGES:

1. Identify a few messages you will need to share within the next three months.
2. Include the dates when these messages should be promoted.
3. Consider the audience. Is it a church-wide message? Or is it meant for a smaller group?
4. List your message in one of the following tiers.
5. List the communications tools you think would be most appropriate for the message.

EXAMPLE:

MINISTRY TITLE: Senior Saints Ministry

TIER ONE		
MESSAGE/PROMO DATES -Volunteers needed for mentoring project -July 3-19	AUDIENCE -Church-wide	TOOLS -In-service announcement -Bulletin feature -Website/Social media -Lobby display
TIER TWO		
MESSAGE/PROMO DATES -Seniors summer picnic -July 1-14	AUDIENCE -All adults, ages 60+	TOOLS -Secondary feature in bulletin -Seniors newsletter -Flyer -Website listing
TIER THREE		
MESSAGE/PROMO DATES -Quilter's group meeting -July 15-29	AUDIENCE -Quilters, ages 60+	TOOLS -Seniors newsletter -Email to group members -Website calendar -Word of mouth

MINISTRY TITLE: _____

TIER ONE		
MESSAGE/PROMO DATES	AUDIENCE	TOOLS

TIER TWO		
MESSAGE/PROMO DATES	AUDIENCE	TOOLS

TIER THREE		
MESSAGE/PROMO DATES	AUDIENCE	TOOLS