



VITALITY ASSESSMENT: Your Greatest Strength
SAMPLE COMMUNICATIONS PLAN

Choose the communication style that best fits your congregation, and remember - it takes several times (and different methods) before people hear your message!

WEEK OF MARCH 4th – choose two or more

- ☐ Your clergy and leaders/staff discuss how you want to communicate to congregation.
- ☐ Identify key volunteers to help administer assessment on March 31st.
- ☐ Add Vitality blurb/image to bulletin.
- ☐ Clergy, leaders, staff view the WHY video on episcopalcolorado.org/vitality.
- ☐ Print and display posters on bulletin board or other prominent spot.

WEEK OF MARCH 11th – choose two or more

- ☐ Add Vitality blurb/image to bulletin or use insert.
- ☐ Add Vitality blurb/image to weekly email or newsletter.
- ☐ Share video via newsletter, email, or during faith formation, vestry meeting, etc.
- ☐ Create plan/list for phone calls to those who do not have email. Begin calling.
- ☐ Add to list of spoken announcements during worship.
- ☐ Print and display posters on bulletin board or other prominent spot.

WEEK OF MARCH 18th – choose two or more

- ☐ Add Vitality blurb/image to bulletin, newsletter, emails.
- ☐ Share video via newsletter, email, or during faith formation, vestry meeting, etc.
- ☐ SHARE LINK TO ONLINE SURVEY FOR THOSE NOT ABLE TO ATTEND March 31st.
- ☐ Continue calls to those who do not receive emails.
- ☐ Add to list of spoken announcements during worship.
- ☐ Staff, clergy and other leaders take the leader survey.

WEEK OF MARCH 25th – choose two or more

- ☐ Add final announcements to weekly newsletter, bulletin for March 31st.
- ☐ SHARE LINK TO ONLINE SURVEY FOR THOSE NOT ABLE TO ATTEND March 31st.
- ☐ Continue calls to those who do not receive emails.
- ☐ Meet with ushers, volunteers who will help administer assessment.
- ☐ Have #2 pencils or blue/black pens and surveys ready for March 31st.

QUESTIONS? Contact the Office of Transition Ministry & Congregational Development
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