

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