

MISSION STATEMENT

(Summarized)

As the church of Jesus, we are a community grounded in a sacred rhythm continually made new. We believe we are called to welcome all, help those in need, and raise children of faith.

COMMUNICATIONS GUIDELINES

1. We believe that All Saints' should be a voice of God's love in the world, building relationships, telling stories of grace, and creating a diverse, Christ-centered community.
2. We strive to build up the church of Jesus as it is realized at All Saints' and always engage in a way that prioritizes kindness and compassion.
3. We affirm the importance of online communications as a tool for evangelism and connection with our greater community.
4. We strive to provide easy access to information that is timely and concise to multiple generations of readers.

COMMUNICATIONS PLATFORMS

- Facebook
- Instagram
- E-Mail (MailChimp)
- Phone App (Android and Apple OS) with Push Notifications
- Website
- Traditional Mail
- Print Materials (bulletins, marketing material, service leaflets, flyers, etc.)
- Sunday Announcements (read by clergy during services)

AUDIENCE

Parishioners: People who attend All Saints', either regularly or periodically. They need quick and easy access to practical information and are well educated about how to get it.

Parishioners (Newcomers): People who do not yet consider themselves integrated into the life of All Saints'. They also need access to practical information, but additionally, are still learning about the All Saints' ethos and determining their place here. They want to learn more about who All Saints' is.

Non-Parishioners: People who do not attend All Saints' but are interested in the work and mission of the church. These people are most attracted to a communication style focused on storytelling and may or may not ever physically attend All Saints'.

KEY MESSAGES

- All Saints' is a place of radical inclusion that does not fit into common stereotypes of Christianity in America.
- All Saints' strives to change the world as a community through transformative acts inspired by the teachings of Jesus.
- All Saints' benefits from a community of differing opinions, ages, backgrounds, and beliefs that mirrors our diverse home here in Los Angeles.

KEY ANALYTICS/METRICS

- The open rate for email campaigns. General goal: to remain above industry standard (26.83%)
- Continued growth of eCommerce and online giving (analytics via tithe.ly and website gross sales per monthly and yearly periods).
- Utilizing landing pages for email to website jump rates (MailChimp and WordPress analytics)
- Phone App: Usage analytics (via Flurry) and push notification analytics (via Firebase).
- A/B testing for special services (attendance comparisons to better understand the effectiveness of print communications)

SOCIAL MEDIA GUIDELINES

See separate sheet.

APPROVAL AND SUBMITTAL GUIDELINES

In general, external communications should always be reviewed by the communications team. Communications requests can be made online via the All Saints' "Resources" page. All social media accounts branded as "All Saints'" must be approved by the communications team. Finally, please adhere to deadlines for copy due and notify the communications team if you cannot make that deadline.

POLICIES ABOUT CRISIS COMMUNICATIONS

In the event of a need for crisis communications, the Rector (or Senior Warden) will head the team with the communications team acting as public relations. The Rector shall liaison with vestry, legal counsel, and chief advisors as needed. The Rector shall designate a principal spokesperson, and communications both internal and external through all channels of communications shall come from that spokesperson.

First steps in the event of a crisis includes the establishment of a notification system and schedule, a monitoring system for changes, and an internal crisis verification report (what, when, who, how, and why).

Next, the communications team under the direction of the rector will identify key messaging with clear statements.

Following a crisis, the last step is to summarize the crisis, including strategies, tactics, and effectiveness and recommendations going forward.