

COMMUNICATION CHANNELS

A Decidedly Non-Comprehensive List

PRINT

- ☐ bulletin
- ☐ bulletin inserts
- ☐ tri-fold brochures and other flyers
- ☐ class catalog
- ☐ offering envelopes
- ☐ newsletter
- ☐ letterhead, notecards
- ☐ business cards
- ☐ rave cards
- ☐ postcards
- ☐ direct mail
- ☐ door hangers
- ☐ communication/connection card
- ☐ first-time guest packet
- ☐ ~~yellow page ads~~ (FOR THE LOVE. DON'T DO THESE.)

VISUAL and WORSHIP

- ☐ pre-service announcement slides
- ☐ video announcement reel
- ☐ video stories
- ☐ live platform announcements

SIGNAGE

- ☐ external way-finding signage
- ☐ internal way-finding signage
- ☐ internal promotional signage
- ☐ lobby displays
- ☐ billboards
- ☐ yard signs
- ☐ parking lot signs
- ☐ banners
- ☐ digital curb-side signage

ATTIRE

- ☐ t-shirts
- ☐ polos
- ☐ other swag
- ☐ nametags

ELECTRONIC and SOCIAL MEDIA

- ☐ website
- ☐ e-newsletter
- ☐ targeted email blast
- ☐ email prayer chain
- ☐ facebook
- ☐ twitter
- ☐ snapchat
- ☐ instagram
- ☐ linkedin
- ☐ google+
- ☐ flickr
- ☐ foursquare
- ☐ blog
- ☐ video blog
- ☐ youtube
- ☐ vimeo
- ☐ paid social ads
- ☐ video stories
- ☐ app push notifications
- ☐ text notifications

PEOPLE

- ☐ small groups
- ☐ networking groups
- ☐ community events
- ☐ staff meetings
- ☐ receptionist

OTHER

- ☐ radio
- ☐ television
- ☐ movie theater ads
- ☐ media alerts and press releases
- ☐ newspaper ads
- ☐ community service
- ☐ community calendars

WORD OF MOUTH