Local Church Communication Audit

Prepared by the General Conference of Seventh-day Adventists   
Trans-European Division

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| The main message we want others to see, hear and experience is: | | | |
| **Do others see, hear and experience our main message?** | **Things to look at, questions to ask** | | **Comments** |
| ***1. Outside the church***  Yes  Perhaps  No | * Grassed areas * Car park & * pathways * Lighting * Notice board | * Overgrown * Litter free * Smooth or potholed * Access for wheelchairs? * Floodlighting? * Footpaths/steps lit? * Visible from road? * Up to date * Welcoming, clear, well lit * Modern clear attractive font? * Adventist logo? |  |
| ***2. In the foyer***  Yes  Perhaps  No | * First impressions * Greeters * Notice board * Information | * Welcoming? Clean? * Attractive * Photographs of people, church, community * Welcome sign with information about services, activities * Up to date |  |
| ***3. In the building***  Yes  Perhaps  No | * Decor * Lighting * AV systems * Induction loop | * Bright? Welcoming? * Appropriate signage * Hymn books, Bibles * Literature available |  |
| ***4. In the worship***  Yes  Perhaps  No | * Welcoming * Language and liturgy – service style/time * Music – drama * Use of visuals/slides * Age appropriate * Service sheets * Large size print for visually impaired | |  |
| ***5. In your publications***  Yes  Perhaps  No | * Bulletin * Information/outreach material * Invitation cards for special events? * Information for visitors * Magazine for homes in vicinity of church * Other publications | |  |
| ***6. In the wider***  ***community***  Yes  Perhaps  No | * Community days * Community activities * District newsletter, or free bulletin * Contact with schools, library, surgeries * Handbills/posters advertising church events * Visitors day, open events * Advertising boards * Relations with local press and media. Press releases * Other ideas ... | |  |
| ***7. On the web***  Yes  Perhaps  No | * Website understandable to the community * Attractive, up-to-date * Linked to other sites (council, church registers etc) * Listings of activities * Reports of events, photos, activities * Advertised on church notice board * Streaming/podcasting services * Twitter, facebook feeds * Other | |  |
| ***And finally ...***  ***People & Resources*** | * What equipment/training/resources would improve your internal and/or external communications? * How can the Conference/Union support you? * What size Communications team do you need in your church? | |  |
| ***Using this checklist on the Local Church Communication Audit has helped us to see the following:*** | | | |
| *Our Strengths*  *Our Weaknesses*  *Our Opportunities*  *Our Difficulties* | | | |
| ***In the light of this we propose to:*** | | | |
| 1.  2.  3. | | | |

www.ted.adventist.org/communication