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***YesPerhapsNo | * 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?
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| ***2. In the foyer***YesPerhapsNo | * First impressions
* Greeters
* Notice board
* Information
 | * Welcoming? Clean?
* Attractive
* Photographs of people, church, community
* Welcome sign with information about services, activities
* Up to date
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| ***3. In the building***YesPerhapsNo | * Decor
* Lighting
* AV systems
* Induction loop
 | * Bright? Welcoming?
* Appropriate signage
* Hymn books, Bibles
* Literature available
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| ***4. In the worship***YesPerhapsNo | * Welcoming
* Language and liturgy – service style/time
* Music – drama
* Use of visuals/slides
* Age appropriate
* Service sheets
* Large size print for visually impaired
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| ***5. In your publications***YesPerhapsNo | * Bulletin
* Information/outreach material
* Invitation cards for special events?
* Information for visitors
* Magazine for homes in vicinity of church
* Other publications
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| ***6. In the wider***  ***community***YesPerhapsNo | * 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 ...
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| ***7. On the web***YesPerhapsNo | * 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
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| ***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?
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| ***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