

Communications at Fairlawn

Dialogue for Direction, January 11, 2015

Jim Pollock, chair, Communications Council

Kathryn Cullen, website

Carol Dunsmore, identity and advertising

Kathy Magladry, *Greetings*

John Ryerson, evaluation

Allegra Young, social media

Communications at Fairlawn

Agenda

- Fairlawn's logo and tagline (20 minutes)
- How Communications Council works with staff, other councils, lay ministry teams (10 minutes)
- **Q&A/ discussion** about Communications (10 minutes)
- **Discussion**: Share with us your communications needs (20 minutes)

Communications at Fairlawn

A vibrant, growing and welcoming church community

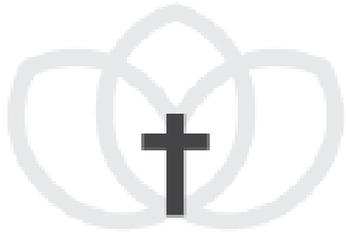


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Our identity?

the essence of what we stand for

A **logo** identifies an organization in its simplest form via the use of a mark or icon.



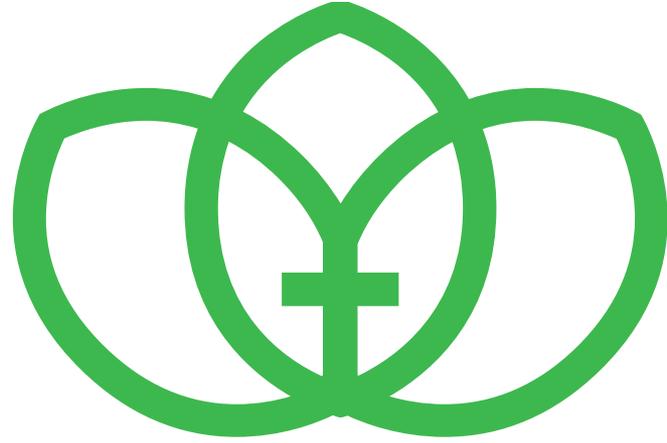
Explore spirituality



Experience belonging



Embrace action



FAIRLAWN

Communications at Fairlawn

Green

Vibrant, fertile, verdant

Rich, growth

Spring, growth

Evergreen, growing

Growth, environment

Growth, togetherness, life

'fairlawn' makes me think of green, lush

Growing, alive



FAIRLAWN

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A **tagline** is a slogan or phrase that conveys **the most important attribute or benefit** that an organization wishes to convey to its audience/
community.

- Write a statement that best describes Fairlawn's key benefit / uniqueness
- **“Fairlawn is a church that ...”**

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“Fairlawn is a church that ...”

- helps you on your journey and provides you with a warm, loving community that supports you in faith and life
- helps us connect our faith to the world we live in
- connects people with community and the spirit
- opens you to the Divine in the company of others

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'Connection' is key

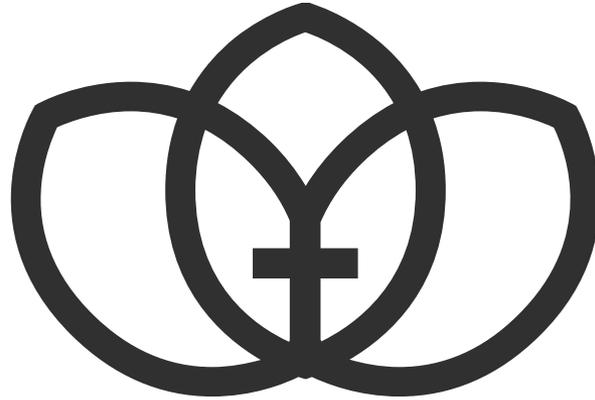
- Welcomes you
- Reaches out to everyone
- Welcomes you wherever you're at
- A place for you to belong wherever you are on your journey of faith

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Fairlawn:

Connect with what matters in life

- Represents what the congregation has told us
- Designed to attract those who may be seeking a new church
- Inviting, welcoming (open-ended; not prescriptive)
- Relevance to daily life is key



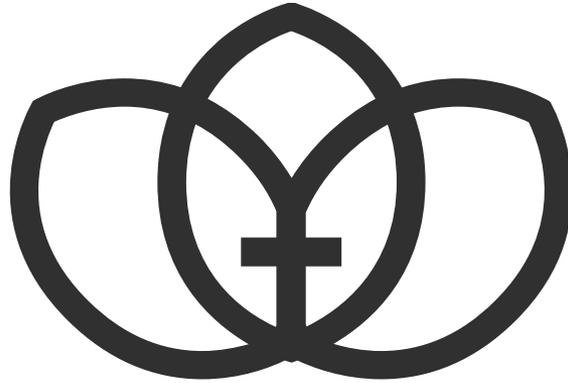
FAIRLAWN

CONNECT WITH WHAT MATTERS IN LIFE



FAIRLAWN

**CONNECT WITH WHAT
MATTERS IN LIFE**



FAIRLAWN

CONNECT WITH WHAT MATTERS IN LIFE

Logo and tagline:

Seek approval at Executive Council,
January 27

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Communications Council

- **works with people** to enhance effectiveness of communications;
- ensure identity elements are used consistently
 - Guidelines, logo and tagline use
 - Messaging (e.g. use of reference to 3 purposes)

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Communications Council

- **Simplifies processes for developing communications and promotional messages**
 - Guidelines for logo/ tagline use
 - Checklist of the information needed to write/ develop promotions (title of event, description, dates, etc.)
 - Templates for promotions (flyers, lawn signs)

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Communications Council

- **streamlines communications**
 - *Greetings*
 - Website
 - Quarterly
 - List of upcoming events + ad
 - Info sent to Council for development
 - Flyers, individual key promotions

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Two-way communications

- Other councils, LMTs, staff write and submit promotional items
- CC must align what it can do, considering budget and HR
 - Manager of Communications and Stewardship
 - Will facilitate communications among staff, councils, etc. and support promo development

Communications at Fairlawn

Allegra Young, social media

Communication of news, events and services to the neighbourhood and Fairlawn Community through:

- Facebook
- Twitter
- Website

Communications at Fairlawn

Kathryn Cullen, website

Find our website: fairlawchurch.ca

Find information on the website:

- use the navigation bar
- or click "search" (top right)

Report a problem, an update, or ask a question:

- click "contact-us" (top right)
- or email kathrynjcullen@gmail.com

Add your new events or news to the website:

- First, confirm with Marilyn Pirie
- Then, send *Greetings* submission to Janet Gordon

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Kathy Magladry, *Greetings*

- Weekly congregational email
- Covers upcoming week in detail plus near-term events
- Submit to Janet in church office by Tuesday noon

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John Ryerson, evaluation

- Attendance/participation
- How did people hear about it; surveying at the door
- Evaluations /comments collected
- Web and social media activity
- Testing media and messages for effectiveness

Communications at Fairlawn

Communications: how we ensure people know who we are and what we are doing

- Will **help us achieve our aspirations** for Fairlawn
- **Not an exact science**; always learning
- How communications is done is **constantly changing** and we need to adapt

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Discussion/ Q&A

- How does this all sound to you?

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Communications needs

- Please share with us your needs for communications

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Thank you

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