

A PRACTICAL WORKSHEET FOR CHURCH TEAMS

Church communication plan template

Plan the purpose, audience, message, channels, timing, and responsibilities for one church initiative or event.

CREATED FOR Church staff and team members

USE THIS TEMPLATE TO

- Define the audience and desired next step
- Choose useful channels and timing
- Assign production, replies, and follow-up

ABOUT ENGAGE SPOT

Engage Spot helps churches increase engagement, communicate consistently, and do more ministry without adding more manual work.

Plan one clear communication effort

Complete the fields before production begins. Add names and dates so that the plan can guide real work.

Purpose Why are we communicating this? 	Desired next step What is the one main action people should take?
Primary audience Who most needs this information? 	Secondary audience Who else may need to know?
Essential details Record the date, time, location, cost, deadline, accessibility, childcare, and contact information that apply. 	
Source of truth Where will complete, current information live? 	Priority level Church-wide, targeted, or team-specific?
Channels Website, email, text, Sunday announcement, bulletin, social media, team message, signage, or another channel. 	
Timeline When will information be published, promoted, reminded, and updated? 	
Information owner and approver 	Producer Who writes, designs, publishes, or sends?
Response owner Who handles questions, registrations, or replies? 	Follow-up What happens after a response or the event?

REVIEW

What will we learn or change next time?

Record repeated questions, missed details, unclear ownership, and one useful improvement.

Reviewer

Date

Notes