

A PRACTICAL WORKSHEET FOR CHURCH TEAMS

Church text message planning kit

Plan clear, timely church texts and make sure someone is ready to respond when people reply or plans change.

CREATED FOR Church staff and team members

INSIDE THE KIT

- Plan the purpose, audience, timing, and details
- Draft and review the message
- Assign replies, updates, and final approval

ABOUT ENGAGE SPOT

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

Plan a clear, timely church text

Clarify the purpose, audience, timing, and essential details before anyone starts writing or scheduling the message.

BEFORE YOU SCHEDULE

Seven checks

Use these questions while you complete the worksheet.

- ☐ **Purpose**
What do they need to know or do?
- ☐ **Audience source**
Why do they expect this message?
- ☐ **Timing**
Can they still act when it arrives?
- ☐ **Essential details**
Are the facts clear and complete?
- ☐ **Permission**
Did they choose this type of text?
- ☐ **Reply owner**
Who will monitor responses?
- ☐ **Cancellation check**
Who will update it if plans change?

WORKSHEET 1 · PLAN

Define the message

Give your team enough context to write the message without guessing.

Message purpose

Audience source

Why this audience expects the message

Send date and time

Time zone

Essential details: date, time, location, change, deadline, or other facts

Write, review, and hand off

Draft the message, confirm the requested action, and name the people responsible for replies or schedule changes.

WORKSHEET 2 · PREPARE

Draft the text message

Church or ministry: _____

Message draft 		
Character count 	Link tested by 	Message approved by

Link or requested action 	
SMS permission checked by 	Reply owner
Cancellation or update owner 	

FINAL REVIEW

Reviewer: _____ Date: _____

Check before scheduling

☐ Sender or church is named	☐ Audience is correct	☐ Permission is confirmed
☐ Date, time, and zone are clear	☐ Link and requested action work	☐ Reply and cancellation owners agree