

## COMMUNICATIONS PROPOSAL TEAM PROPOSAL SUMMARY

**SCRIPTURE:** Matthew 5:14-16: *“You are the light of the world. A city built on a hill cannot be hidden. No one after lighting a lamp puts it under the bushel basket, but on the lampstand, and it gives light to all in the house. In the same way, let your light shine before others, so that they may see your good works and give glory to your Father in heaven.”*

**VISION:** *To create an environment for a community of faith that reaches and reflects a diverse people of God.*

**MISSION:** *We are sharing the light of Christ's love with the world to celebrate the transformation and hope for ourselves and our community.*

### PROPOSALS:

- Establish a team to evaluate our current covenant and recommend a church-wide vision and mission statement and brand/logo to identify and guide the work of The United Church.
  - Current statement: *“We are banded together as a Christian Church, to maintain the worship of God, to proclaim the gospel of Christ, to develop in people a consciousness of their relation and duty to God and to humanity, and to inspire them with love for truth, passion for righteousness and enthusiasm for service.”*
  - A modified mission/vision statement should be simple; easy; emblematic of our mission/vision as a church.
- Recommend a comprehensive communication and operational plan for the future across various channels.
  - Internal channels of communication
    - Newsletter, bulletin, social media, web page, person-to-person
  - External channels of communication
    - Newspaper (print), Chamber of Commerce, radio, podcasting, Facebook Live, web page and social media
  - Other channels as determined in the future
- Recommend infrastructure additions and upgrades necessary for the implementation of the communication plan.
  - Visual presentation system to include a projection system in the sanctuary and broadcast capabilities throughout the building (e.g., nursery, parlor, Fellowship Hall)
  - Audio system to include an upgrade to the current sanctuary audio system, addition of audio availability throughout the building (e.g., nursery, parlor, Fellowship Hall)
  - Radio room upgrades
  - Addition of conference calling capabilities with a possible upgrade to current telephone system
  - Addition and upgrade to existing signage, both inside and outside.
  - Training for installation and operation for staff/volunteers of new/updated equipment
  - Exploration/consideration of additional staff/volunteers to implement communication plan
- Planning of a capital campaign to fund chosen proposals

### COSTS:

- At this time, estimates for actual equipment have not been finalized, but are in progress
- Funding sources can include inclusion in a capital campaign, existing resources and the possibility of applying for grant funding.