Communication Systems Overview:

CrossWay Communication Plan
Strategic Calendar
Trello Board/The Big Picture
Communication Form
MUST BE submitted 2 months prior to event. Will automatically be submitted to Communications Director and Office Manager for review.

Communication Funnels

(Please request and provide information for any/all of these on the Communication Form):

Website

- Please review the webpages for your area(s) and submit any changes you'd like made to me via email.

Online Registrations

- Please include necessary registration information in the communication form
- If registration is required, an online registration will be built by the Office Manager and posted to the website by the Communications Director.

CrossWay Mobile App (1400 people have downloaded)

- If you would like to include anything specific to your Ministry area on our app, please submit that to me via email.
- Push Notifications can also be requested.

Social Media (Facebook – 1450 Followers and Instagram – 350 Followers)

- If you would like any specific event or information to be highlighted on social media, please submit that information to me (text and photos)

Hosting at Weekend Services

- Can be requested, but hosting is at the discretion of the Planning Team.
- Usually reserved for all church events or those that impact over 50% of the congregation.

Preservice Slides

- Please request on Communication Form

Weekly Email

- Sent out on Thursday afternoons to our database of 1850 congregants who have subscribed to the weekly email.

Targeted Emails (Created and sent by Ministry Leader, not Communications Director)

- Create a targeted list in PCO of those impacted by the event or program to send email.

Logos

- If you need a logo created, we can outsource design for about $100 per logo or Communications Director can create one (simple designs)
- You will need to provide vision for the logo; examples of others you have seen or like are helpful.

Videos

- Please contact me directly for video specific projects. These are a collaboration of Jay Snow, Travis Knapp, and myself.

Photography

- Ministry leaders are responsible to provide photos used to tell the story of an event or ministry program. You can assign a volunteer to take photos at events. Please submit them to me via email or text 262-424-7331.
- You can submit high quality images taken with your cell phone / volunteer cell phone.
- We have several congregants who are professional photographers that can be contacted for larger events. Please contact me and I will connect you with them.

Print Handouts, Mailers, Signs

- Please contact me directly to discuss content, vision, and use.
- If these are being created by your ministry team, and not run through the CrossWay Communications Team, please submit to me prior to distribution for approval (to maintain consistency throughout ministries and campuses)

Paid Advertising on Facebook, Instagram, Google

- Please contact me directly to discuss online marketing.

CrossWay Style Guide

- Provides an overview of grammar, font, graphics, and formatting guidelines for anything communicated from CrossWay Church

Additional Communication processes being worked on:

DropBox for media collection (working on w/Marques)
Real Stories process for collection, presentation, and use (working on w/ Travis and Jay)
Facebook Groups for each campus to launch this fall (discussing w/ Ben)

Other Useful Resources related to Ministry Events:

Facilities Request Form
Resources Calendar on PCO