



# Communications Playbook

## What is this?

---

A guide on **how Brookside communicates.**

Inside this playbook, you'll find a framework that organizes every type of communication Brookside creates. Whether it's a major church-wide campaign or a small Bible study group, each one gets a clear, structured promotion plan.

## Who Is It For?

---

**This guide is intended for anyone at Brookside who has something to say or share.**

### Leaders

This guide lays out the exact channels to focus on, the timing that works best, and ways to keep communication running smoothly.

### Volunteers

This guide breaks down the official channels, the timing that makes sense and has been proven, and how to promote in a way that stays connected to the larger vision.

### Onboarding

This is the kind of thing you read early on, so you understand how communication moves through the systems at Brookside.



# Why Does It Matter?

---

## Effective communication is a deliberate process.

1

### Focused on People

When everything gets blasted at the same level, nothing sticks. This system sets boundaries so the right message gets to the right audience, and the congregation doesn't start tuning everything out.

2

### Saves Time

Ministry leaders don't have to start from scratch every time. The team isn't stuck handling last-minute requests. Volunteers aren't left guessing what's approved or what's not.

3

### Increases Trust

Announcements that are clear and well-timed build trust. Ones that feel random or rushed do the opposite. This playbook equips ministries of any size to present themselves in a way that feels intentional.

4

### Builds Momentum

A shared framework turns communication into a common language. Priorities stay visible, issues get flagged early, and the congregation sees Brookside as a unified church, not a bunch of disconnected groups competing for attention.

---

## Next Steps

Every opportunity at Brookside falls into one of seven tiers, labeled **A** through **F**. These tiers are based on two factors: the audience and the level of impact. Each tier comes with a recommended promotion plan that outlines which channels to use and when to begin.

Start by checking the Tier Map on page four of this guide. Match your event to the appropriate tier, then follow the recommended plan. If you're unsure about placement, the Executive Pastor is available to assist you and your team.

If you notice anything outdated in this document, flag it. As the Brits say, "See it, say it, sort it." :) This document evolves over time, and input from those using it helps keep it relevant.



## Start Here

---

First, read the "Tier Map at a Glance," then go back to the relevant section. Use the glossary at the back to clarify any terms or tools. Each section ends with a transition sentence that shows you where the next tier fits in the bigger picture.

If you are unsure which tier your event belongs in, ask yourself two questions:

- 1. How many people does this affect?** (All → A or Ce; Half or less (Whole Church) → B or Ct; Few → D, E, or F)
- 2. How significant is the impact?** (Transformational → A or B; Practical/social → Ce, Ct, or D)

## Table of Contents

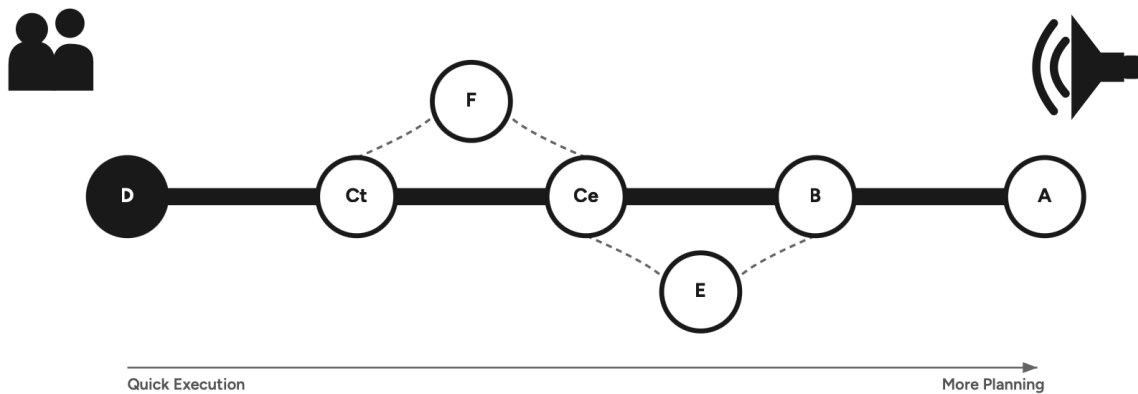
---

| OVERVIEW                            |                                                                     |
|-------------------------------------|---------------------------------------------------------------------|
| <b>Tier Map</b>                     | A quick-reference grid of all tiers — reach, impact, and lead time. |
| TIER DESCRIPTIONS & PROMOTION PLANS |                                                                     |
| <b>A</b>                            | Everyone stop what you're doing — Church Wide, High Impact          |
| <b>B</b>                            | You're gonna want to hear this — Big Impact, Fewer People           |
| <b>Ce</b>                           | Attention all shoppers — Small Scale, Church Wide                   |
| <b>Ct</b>                           | Psst... this one's for you — Small Scale, Targeted                  |
| <b>D</b>                            | Got a sec? — Small Impact, Niche                                    |
| <b>E</b>                            | Have you heard? — Seasonal Groups                                   |
| <b>F</b>                            | Fulfilling a Need — Donation & Collection Campaigns                 |
| REFERENCE                           |                                                                     |
| <b>Glossary</b>                     | Definitions for every tool, channel, and term used in this guide.   |



## Tier Map at a Glance

Use this grid to orient yourself before diving into any section. The tiers move from broadest reach and highest impact (A) down to most personal and most niche (D), with E and F sitting outside the main spectrum.



| Tier | Slogan                          | Audience        | Impact Level  | Lead Time |
|------|---------------------------------|-----------------|---------------|-----------|
| A    | Everyone stop what you're doing | Whole church    | Highest       | 5–8 weeks |
| B    | You're gonna want to hear this  | Defined segment | High          | 4–5 weeks |
| Ce   | Attention all shoppers          | Whole church    | Low–Medium    | 3–4 weeks |
| Ct   | Psst... this one's for you      | Narrow/targeted | Low–Medium    | 3–4 weeks |
| D    | Got a sec?                      | Small niche     | Personal      | 3–4 weeks |
| E    | Have you heard?                 | Whole church    | Seasonal      | 3–4 weeks |
| F    | Fulfilling a Need               | Whole church    | Tangible need | 3–4 weeks |



*With the full picture in mind, we start at the top. Tier A represents the highest stakes, where all channels operate simultaneously.*

## A "Everyone stop what you're doing."

### Church Wide | High Impact

This is the highest-visibility communication Brookside produces. It reaches the entire congregation and carries enough weight that the execution has to match the significance. Easter services, Christmas services, a new church vision launch, church-wide campaigns, capital campaigns, major outreach events, and church-wide conferences or retreats all fall here.

These are the moments where every available channel fires (social media, stage announcements, email, app notifications, signage, and word of mouth through ministry leaders.) Because the reach is total and the stakes are high, the planning window is the longest of any communication type. Content needs to be drafted, reviewed, and scheduled 5 to 8 weeks ahead of launch. Visuals need to be polished. Messaging needs to be consistent across every platform. If something qualifies as an A-level communication and it looks rushed or scattered, it undermines the very thing you're trying to elevate.

### A | Promotion Plan

| Channel                       | Lead Time          | Notes                                                                                 |
|-------------------------------|--------------------|---------------------------------------------------------------------------------------|
| Weekly Guide + Call to Action | 8 wks before (Thu) | Reserved for one or two events at a time; A-level nearly exclusive.                   |
| Website Banner / Pop-Up       | 8 wks before (Thu) | Banner ads, pop-ups, or chat pop-ups on the church website.                           |
| Weekly Video Announcement     | 4 wks before (Sun) | Guaranteed slot — not 'if room.' Polished, clear, aligned with other promotions.      |
| Personalized Invite Text      | 4 wks before (Sun) | Direct phone outreach. Use ChurchCopy.ai for consistent language.                     |
| Bumper Highlight              | 3 wks before (Sun) | High-energy, plays after meet-and-greet. Use with discipline; max 2 services.         |
| Café / Lobby Feature          | 3 wks before (Sun) | Highest-traffic zone. Book slot, bring energy (treats help). 5 days' notice required. |
| Social Media                  | 3 wks before (Thu) | Photography-driven (faces, moments). Strictly community-type, not graphic-heavy.      |
| Stage Announcement            | 2 wks before (Sun) | Delivered in person by staff or elder. Weight comes from sparing use.                 |
| Reminder Text Message         | 1 wk before (Fri)  | Final nudge via Text in Church. Use ChurchCopy.ai.                                    |



*Tier A covers the whole church; but some moments are just as significant while reaching a smaller defined audience. That's where Tier B comes in.*

**B****"You're gonna want to hear this."**

## Big Impact | Fewer People

These communications carry significant weight, but they don't need to reach everyone. The audience is a defined segment of the church, and the content will meaningfully affect their involvement or experience.

New ministry launches aimed at a specific demographic; major ministry onramps like discipleship pathways or class series, mission trips, leadership development programs, marriage retreats, church planting efforts, and special evangelistic campaigns are all examples that live here.

The distinction from A is scope, not importance. A B-level announcement can be every bit as critical as an A, but broadcasting it to people who aren't affected creates noise and dilutes attention.

Plan these 4 to 5 weeks in advance. The discipline here is restraint. Reaching the right people with the right message at the right time is more effective than reaching everyone with everything all the time.

## B | Promotion Plan

| Channel                   | Lead Time          | Notes                                                                                                     |
|---------------------------|--------------------|-----------------------------------------------------------------------------------------------------------|
| Weekly Guide              | 6 wks before (Sun) | Early touchpoint for the defined audience; establishes awareness before activation.                       |
| Social — Self-Posted      | 3 wks before (Wed) | Posted by you personally, not institutional accounts. Most effective mid-tier channel. Use ChurchCopy.ai. |
| Personalized Invite Text  | 2 wks before (Wed) | Direct phone outreach to the target audience. Use ChurchCopy.ai.                                          |
| Weekly Video Announcement | 1 wk before (Sun)  | Available but not guaranteed at B-level priority. Submit content early.                                   |
| Café / Lobby Feature      | 1 wk before (Sun)  | Requires approval. 5 days' notice for digital signage.                                                    |
| Stage Announcement        | 1 wk before (Sun)  | Available if service flow allows. Not guaranteed. Flexibility required.                                   |



*When an event is church-wide but lighter in production and individual impact, it shifts from B into the ambient layer / Tier Ce.*

**Ce****"Attention all shoppers."**

### Small Scale | Church-wide (Everyone)

Ce is the ambient layer of church communication. Low effort on the production side, broad in reach, and passive by design. Fellowship dinners and potlucks, seasonal social events, volunteer appreciation events, movie nights, church cleanup days, family game nights, minor fundraisers, and community prayer walks all could belong here.

The planning window is shorter (a few days to a week), and the creative lift is minimal. Don't treat Ce as unimportant just because it's low effort. These ambient touch points shape how informed and connected your congregation feels on an average Sunday, and they can build the relational fabric that holds our church together between the big moments.

### Ce | Promotion Plan

| Channel                          | Lead Time          | Notes                                                                                 |
|----------------------------------|--------------------|---------------------------------------------------------------------------------------|
| <b>Weekly Video Announcement</b> | 4 wks before (Sun) | Conditional slot — included if calendar has room; may be bumped by higher-tier items. |
| <b>Personalized Invite Text</b>  | 2 wks before (Wed) | Direct invite to relevant audience. Use ChurchCopy.ai.                                |
| <b>Café / Lobby Feature</b>      | 1 wk before (Sun)  | Requires approval. 5 days' notice for digital signage.                                |



*Ce is church-wide but lightly targeted; when the audience becomes deliberately narrow at the same effort level, you're working in Tier Ct.*

**Ct****"Psst... this one's for you."**

## Small Scale | Targeted

Ct operates at the same effort level as Ce but the audience is deliberately narrow. You know exactly who this is for before you create it. Men's or women's Bible study groups, young adult gatherings, support groups like GriefShare or DivorceCare, parenting workshops, single parents ministry, senior adult luncheons, and college and career ministry events all live in this space.

This type of communication depends on having adequate audience segmentation in your systems. If you can't filter by group, ministry, age range, or interest, Ct collapses into Ce and you end up broadcasting narrow messages to broad audiences. The turnaround can be quick, and the tone should feel personal and direct even if it's going to a few hundred people.

## Ct | Promotion Plan

| Channel                      | Lead Time          | Notes                                                                                 |
|------------------------------|--------------------|---------------------------------------------------------------------------------------|
| Weekly Guide                 | 6 wks before (Sun) | Early passive visibility for your target audience.                                    |
| Café / Lobby Feature         | 4 wks before (Sun) | Requires approval. Especially effective for gender- or demographic-specific events.   |
| Digital Signage (Non-Lobby)  | 4 wks before (Sun) | Hallway or ministry-specific screens. Start 5–6 weeks out to allow signage creation.  |
| Organic Promotion            | 1 wk before (Sun)  | Facebook groups, text threads, or verbal calls to action after a related group event. |
| Invite Previous Participants | 1 wk before (Sun)  | Personal outreach to past attendees or those who've shown interest in similar events. |





*When the audience shrinks further and the context becomes truly niche, the communication moves from Ct into Tier D I where personal touch replaces broadcast entirely.*

**D**

**"Got a sec?"**

## Small Impact | Niché

D is the most personal and localized communication type on the main spectrum. Niché Bible studies on very specific topics, ongoing ministry groups like a book club or choir practice, special interest workshops, local outreach teams, church sports teams or leagues, young professionals gatherings, caregivers support groups, and hobby-focused groups like photography clubs or quilting circles all fit here.

There's minimal production involved, and the planning window is short. The lack of formality doesn't mean it lacks importance. D level communication, which refers to direct and personal interactions, is where a lot of the relational trust in Brookside gets built. The person receiving it knows they're not getting a mass message; they know someone thought about them and reached out. Be intentional about it, even though it's informal.

## D I Promotion Plan

| Channel                             | Lead Time          | Notes                                                                                                                               |
|-------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>The Weekly Guide</b>             | 4 wks before (Sun) | Primary form of broad visibility. This action places the opportunity on the map without requiring any additional production effort. |
| <b>Invite Previous Participants</b> | 3 wks before (Sun) | Personal invitations carry more weight at this level than any broadcast channel.                                                    |
| <b>Organic Promotion</b>            | Ongoing            | Active Facebook groups, text threads, or verbal mention after related gatherings.                                                   |



Tiers A through D follow a single event at a time, but when your church launches multiple opportunities simultaneously, that coordination lives in Tier E.

**E****"Have you heard? ...Have you heard?"**

## Seasonal Groups

E exists off the main communication spectrum because it operates on its rhythm. These are opportunities for individuals seeking to deepen their spiritual walk through courses, classes, seminars, accountability groups, and community workshops.

E's key characteristic is the simultaneous launch of these opportunities, accompanied by multiple calls to action. No single opportunity outshines the others. They are all shared in unison through generic calls to action that point people toward the season of growth itself, letting them self-select into the specific path that fits where they are.

Plan these around your church's natural rhythm—fall launch, new year, and post-Easter giving your congregation enough lead time to evaluate their options before committing.

## E | Promotion Plan

| Channel                        | Lead Time          | Notes                                                                                   |
|--------------------------------|--------------------|-----------------------------------------------------------------------------------------|
| Café / Lobby Feature           | 6 wks before (Sun) | Opens the season. Staff this well — people explore options in person.                   |
| Weekly Guide                   | 5 wks before (Tue) | First broad exposure to the full list of available opportunities.                       |
| Weekly Guide Call to Action    | 5 wks before (Thu) | Website pop-up or chat feature linking to the onboarding process.                       |
| Weekly Video Announcement      | 5 wks before (Sun) | Dedicated 2-week section. Broad, interest-building tone. Continues until kick-off.      |
| Elder or Leader Announcement   | 4 wks before (Sun) | Unscripted personal invitation from staff or elder. Runs same 2 weeks as video section. |
| Bumper Highlight               | 2 wks before (Sun) | Testimonial-driven countdown. Someone shares personal impact from a past offering.      |
| Last Chance Stage Announcement | 2 wks before (Sun) | Final in-person push before registration closes.                                        |
| The Last Call to Action        | 1 wk before (Sun)  | For last-minute registrants. Format flexible — video, in-person, lobby presence.        |
| Continued Promotion            | Launch week        | Kiosk staffed, video still running, lobby energy tapers to welcome latecomers.          |
| FOMO                           | Week after launch  | Creative element targeting those who haven't committed. Can extend past the start date. |



*When the need isn't about attending an event but about rallying generosity around a tangible ask, the communication shifts to Tier F.*

**F****"Fulfilling a Need"****Cyclical Campaign | Congregation-Wide Ask**

F sits above the main spectrum because it doesn't follow the standard communication playbook. This is when a ministry partner or an internal ministry has a specific, tangible need that can be solved through donations, collections, or congregational calls to action. This category includes outreach collections, VBS supply drives, and support for third-party ministries Brookside partners with.

The communication for F is cyclical by nature. Over a series of weeks, we introduce the need, repeat it across various touch points and audiences, and build momentum as more people become aware and respond. The planning is front-loaded; we need to map out the ask, the timeline, and the collection method before the first announcement goes out, because a disorganized ask can erode trust and generosity quickly.

**F | Promotion Plan**

| Channel                               | Lead Time           | Notes                                                                                                                  |
|---------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Personalized Invite Text</b>       | 5 wks before (Sun)  | Targets prior participants first; engages core supporters before public launch.                                        |
| <b>The Weekly Guide</b>               | 5 wks before (Sun)  | First broad touchpoint across the full congregation.                                                                   |
| <b>Donation Kiosk</b>                 | 5 wks before (Sun)  | Visual momentum builder in the lobby. A growing pile of donations encourages participation.                            |
| <b>Weekly Video Announcement</b>      | 5 wks before (Sun)  | Runs up to 4 weeks if room is available in the promotion calendar.                                                     |
| <b>Last Chance Stage Announcement</b> | 2 wks before (Sun)  | In-person final push. Used sparingly so it carries weight.                                                             |
| <b>Social Media</b>                   | 1 wk after delivery | A celebratory post should be made when the items reach the partner organization. Generates strong engagement.          |
| <b>Stage Announcement Celebration</b> | 1 wk after delivery | We took a brief moment during the service to share the accomplishments made possible by the congregation's generosity. |



*With all seven tiers described, the glossary that follows ties together every tool, platform, and term referenced throughout this guide.*

## Glossary

*Tools, channels, and terms used across all tiers will get updated as systems and platforms evolve.*

| Term / Tool                        | Definition                                                                                                                                                                                                                                                        |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Bumper Highlight</b>            | A short, high-energy announcement that plays after the meet-and-greet time during a worship gathering. Reserved for church-wide events or seasonal group promotion. Used at most in two services per week.                                                        |
| <b>ChurchCopy.ai</b>               | Brookside's approved AI-assisted text library was used to draft and standardize language across text messages, invitations, and organic posts. All text communications should be run through this tool in coordination with the Communications Director.          |
| <b>Communications Director</b>     | The staff member is responsible for overseeing all communication channels, approving channel usage, and coordinating cross-ministry messaging. The first point of contact for lobby bookings, signage creation, and text setup.                                   |
| <b>Digital Signage (Non-Lobby)</b> | Screens placed in hallways or ministry-specific areas outside the main lobby. This type of signage is well-suited for content targeted at specific genders or demographics, as the audience will already be passing through that section of the building.         |
| <b>Donation Kiosk</b>              | A designated drop-off point in the café or lobby area used during F-level campaigns. Incorporates digital signage explaining the opportunity. The growing visibility of donated items creates natural social momentum.                                            |
| <b>FOMO (Fear of Missing Out)</b>  | A creative communication element used in Tier E to re-engage people who haven't yet committed to a seasonal group. Can take the form of a stage announcement, video, or countdown, and is deployed after the official start date.                                 |
| <b>Lobby / Café Kiosk</b>          | The physical high-traffic zone at the entrance to the building. One of the most effective places for personal connection. Most ministries underutilize it. Bring energy, bring treats, and be present.                                                            |
| <b>Organic Promotion</b>           | Communication that travels through existing community channels — active Facebook groups, text threads, or verbal mentions after gatherings. Not produced by the communications team. Requires no lead time but must still use ChurchCopy.ai for text consistency. |
| <b>Personalized Invite Text</b>    | A direct text message sent to specific individuals or groups via Text in Church. Designed to feel like a personal invitation, not a mass blast. The communications team helps draft these; all written copy should use ChurchCopy.ai.                             |



| Term / Tool                              | Definition                                                                                                                                                                                                                                                                      |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reminder Text Message</b>             | A follow-up text is sent approximately one week before an event, nudging people who have already received a prior invite. Sent via text in church. Use ChurchCopy.ai for consistent language.                                                                                   |
| <b>Social Media (Brookside Channels)</b> | Brookside's official accounts on Facebook, Instagram, and Google My Business. Managed by the communications team. Content is photography-driven (faces, moments) rather than graphic-heavy. Not an announcement board; strictly community-type engagement.                      |
| <b>Social Media (Self-Posted)</b>        | A post published from your personal account as a ministry leader rather than from the institutional Brookside account. Personal posts consistently outperform institutional ones. Brookside's channels may amplify successful posts.                                            |
| <b>Stage Announcement</b>                | An in-person announcement delivered by a staff member or elder during a worship gathering. Carries significant credibility precisely because it is used sparingly. The communications team cannot guarantee this due to variability in service flow.                            |
| <b>Text in Church</b>                    | The platform is used to send bulk and segmented text messages to the congregation. Set up and managed by the Communications Director.                                                                                                                                           |
| <b>The Weekly Guide</b>                  | Brookside's digital equivalent of a traditional church bulletin. Surfaces key information about events, groups, LifeTrack opportunities, and volunteer opportunities. The Weekly Guide is sent on a recurring schedule and is available on both the church app and the website. |
| <b>Weekly Guide Call to Action</b>       | A dedicated slot in the Weekly Guide (and optionally as a website pop-up or chat feature) is reserved for promoting specific high-priority events or seasonal group launches. This feature is almost exclusively available for A-level and E-level communications.              |
| <b>Weekly Video Announcement</b>         | A scripted, pre-produced video that plays during or following a worship service to inform the congregation about upcoming events and deadlines. Inclusion is guaranteed for A-level events and conditional or lower priority for other tiers.                                   |
| <b>Website Banner / Pop-Up</b>           | Strategically placed digital reminders on the church website. Can appear as banner ads, pop-ups, or chat pop-ups. Used for A-level and E-level communications to maintain event visibility across multiple weeks.                                                               |

*This playbook is a living document. Notify the Executive Pastor if any term, tool, or process has changed.*