



WAYMAKER.CHURCH

COMMUNICATIONS PLAYBOOK

2020 Edition

EXECUTIVE SUMMARY

Who We Are: *Describes the identity and vision of Waymaker.Church.*

Where We Are: *Explains the context and community Waymaker.Church exists and ministers in.*

Who We Reach: *Describes our target audience.*

What We Say: *Explains the specific communication style and language of Waymaker.Church.*

Document Standards: *Provides instructions for how to format documents at Waymaker.Church.*

Communication and Marketing Channels: *Lists the different ways ministries and events can communicate with members of Waymaker.Church.*

Communication Guardrails and Guidelines: *Explains best practices for specific forms of communication at Waymaker.Church.*



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WHO WE ARE

OUR VISION: TO MAKE A WAY FOR THE NEW AND DEEPER WITH JESUS CHRIST.

Our vision comes from Isaiah 43:19 (CSB) where God says **“Look, I am about to do something new; even now it is coming. Do you not see it? Indeed, I will make a way in the wilderness, rivers in the desert.”** God is a God who builds bridges and removes obstacles so people can be who He created and called them to be. As His followers, we get to do the same for the people in our circles of influence; we get to make a way for them to go to a new or a deeper place with Jesus.

OUR MISSION: TO BE AND MAKE DISCIPLES OF JESUS CHRIST.

Jesus commands us in Matthew 28:19-20 to “Therefore, go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely, I am with you always, to the very end of the age.” When we make a way for the new and deeper with Jesus Christ, we become and disciples who build God’s Kingdom!



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WHERE WE ARE

OUR COMMUNITY

Waymaker.Church is located in Forest, Virginia. Forest is a rural but a rapidly growing community on the outskirts of the city of Lynchburg. One of the world's largest Christian universities is located about 20 minutes away from our campus, which creates a large college presence at our church. Most of the residents of Forest are young and growing families, who often choose their church home based on what the church can offer their entire family.

HOW WE REACH OUR COMMUNITY

- Transforming individuals who are far from God with divine encounters
- Igniting followers of Jesus who are asleep in their faith
- Developing emerging leaders in the church
- Restoring dysfunctional marriages and families
- Creating firm foundations for next generation
- Modeling the safe practice of spiritual gifts
- Supporting foster and adoptive children and parents
- Helping parents of special needs children



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WHO WE REACH

Our desire at Waymaker.Church is to see everyone, regardless of age, race, gender, socio-economic status, or cultural background go to a new or deeper level with Jesus. However, we believe God has placed us in a specific geographic location with a specific responsibility to reach a specific audience. As such, our communication, programs, and strategy are designed to engage and attract our target audience.

OUR TARGET AUDIENCE

Our target audience is spiritually hungry couples in their 30s and 40s with growing families. Here are three portraits of our target audience. These individuals are genericized versions of the people in our church and community.

SAM KING

AGE: 39

DEMOGRAPHIC: White Male

POLITICAL VIEWS: Moderate

HOME TOWN: Charlotte, North Carolina

HOUSING: Rents a home off Wards Ferry Road.

EDUCATION: Graduated from James Madison University with an undergraduate degree in business, received his MBA from Liberty University.

MARITAL STATUS: Married. Sam's wife works from home part time and also volunteers with local non-profits. She serves in WayKids as a small group leader.

KIDS: Three kids, aged 4, 6, and 8. All three attend Liberty Christian Academy.

CHARACTERISTICS: Sam is introverted, a leader, analytical, emotionally withdrawn, an observer on social media. He enjoys sports, and his only engagement with Waymaker.Church is attending Sunday morning services and a weekly community group.

OCCUPATION: Sam began his career as a call center agent at Liberty University, but currently works at BWXT as a project manager, where he manages a team of 15-20 people. He works 50 hours a week and makes \$90,000 per year.

SALLY SMITH

AGE: 38

DEMOGRAPHIC: White Female

POLITICAL VIEWS: Conservative

HOME TOWN: Lynchburg, VA



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HOUSING: Owns a home in a neighborhood off Perrowville Road in Forest, VA

EDUCATION: Attended Liberty Christian Academy for elementary and high school, went to Liberty University for her undergrad and Masters.

MARITAL STATUS: Married. Sally's husband works in pharmaceutical sales and makes \$110,000/yr. Although a successful salesman, he is more introverted compared to Sally. Her husband's only engagement with Waymaker.Church is attending Sunday morning services.

KIDS: Two kids ages 12 and 15

CHARACTERISTICS: Sally is extremely fit, and is creative and crafty, she is an extrovert, who is passionate, generous and active in the church. She serves as a greeter on Host Teams, and also serves on the Mosaic meals team.

OCCUPATION: Works as a high school English teacher at LCA making \$35,000 a year.

RYAN AND SUZIE CARTER

AGE: Ryan: 27, Suzie: 26

DEMOGRAPHIC: African-American Male and Bi-Racial Female

HOME TOWN: Ryan: Syracuse, NY, Suzie: Cleveland, OH

HOUSING: Rent a townhouse in Wyndhurst

MARITAL STATUS: Married

KIDS: Currently pregnant

EDUCATION: Both attended Liberty University. Ryan went to Liberty for Biblical Studies and Suzie graduated with a degree in Psychology.

CHARACTERISTICS: Suzie is very quiet and introverted. While Ryan is still quiet, he is more outgoing than Suzie. Ryan serves as an usher and on the counseling team, while Suzie serves on the greeter team. They also lead a Anthem College Family Group.

OCCUPATION: Both work for Liberty University. Ryan works in the School of Divinity as a Graduate Student Assistant and Suzie works in Admissions as a call center agent. Their combined household income is \$45,000 a year.

WHAT WE SAY

What we say is determined by our brand voice. Our brand voice is the style, tone, and vocabulary of our communication. Brand voice impacts the tone we use to convey information, the style we write and speak in, and the words we do or don't use. While this section of the communications playbook will outline the basics of Waymaker.Church's voice, the best way to truly grasp our brand voice is to consume significant amounts of Waymaker.Church content.



*For specific instructions on how to use Waymaker.Church logos and colors, please refer to our **Brand Style Guide**.*

OUR COMMUNICATION PRINCIPLES

Our communication values are the foundation of all Waymaker.Church communication, whether written, electronic, or verbal. These values serve as guidelines and boundaries for how we reach and engage with our target audience.

Clarity First

Great communication is clear communication. If content is unclear, confusing, poorly worded or structured, it won't move or impact the audience. Clarity is the first and most important quality of great communication, and clarity trumps all other concerns. If content is creative, deep, innovative, but unclear, it's not great content. Clarity doesn't come from making content that is cheesy, cliché or simplistic, it comes from creating content that is concise, succinct and simple. Communication achieves clarity after what is unnecessary has been removed, and what is essential has been refined.

Attention to Detail

Great communication requires attention to detail. Little things like grammar, style, and mechanics matter. Attention to detail starts in the planning process, by thinking through and planning out the details of what needs to be communicated so that what's really important is crystal clear. When it comes to communication, "good enough" isn't. Great ideas with poor planning, preparation, and presentation are forgotten or ignored, so take the time and effort to make the small stuff shine.

Communicate to Transform, Not Inform

Great communication isn't about passing on information, it's about transforming hearts and minds through stories. Telling the audience facts and information is too low a bar, sharing a story changes the way people live their lives and love God. When we communicate with the audience, we aren't just telling them things they need to know, we're making a way for them to take a step into a new or deeper level with Jesus.

First Drafts Are Always Bad

Great communication never springs into existence from a single mind. It's slowly built through cycles of editing and revising and has the fingerprints of multiple people. The first iteration is never ready for primetime, so



collaborate with other people to find the best way of impacting the audience. Great communication requires leaving good content on the cutting room floor and refining mediocre thoughts into great ideas.

Show Competency with Consistency

Great communication is recognizable. Consistent language, rhythms, and schedules build confidence in the audience and enable engagement. Consistency eliminates confusion and creates trust, and consistent patterns of communication demonstrate competency and expertise to the audience.

TONE

Tone is one of the hardest aspects of brand voice to grasp. Tone is the attitude and mindset that shapes all other aspects of our voice. Tone is the thought behind the content. Our tone is:

Enthusiastic and Hopeful

The resurrection of Jesus is the greatest event in human history and believing in and following Him unlocks overwhelming and authentic joy. Our tone should convey excitement and enthusiasm at what God is doing in our church and the lives of our audience and communicate hope to those who read it.

Understandable and Approachable

Our audience may or may not be familiar with common church phrases and shorthand. To make our brand understandable and approachable, we may avoid using certain terms or phrases that may confuse or turn away an audience that is either unfamiliar with the church or has heard church phrases used to the point they become meaningless.

Personal and Professional

Our communication should be personal and relational. This means avoiding language that can come across as divisive or condescending. In addition, our communication should reflect our staff value of excellence, and should demonstrate our competence and professionalism.

Empowering and Encouraging

Our communication is designed to make a way for our audience to follow Jesus at new and deeper levels. We want to move our audience to greater kingdom impact and obedience and give them practical ways to live as a follower of Jesus. Our communication should never call out or beat



down, but rather should call the audience up and equip them to change the world and make a way for others.

OUR STYLE

Style is the communication conventions we practice that make our communication distinctive and unique. Style tells us how we communicate information in our brand and our voice. Style helps express the message clearly and convincingly, while also keeping the reader engaged and interested.

Style Basics

- **Follow all established rules of English grammar.** Spell words correctly, use complete sentences, and ensure punctuation and capitalization is used properly. Avoid run on sentences and split infinitives, and don't start sentences with conjunctions. Follow all guidance in *The Elements of Style, 4th Edition* by Strunk and White unless explicitly contradicted in this document.
- **Avoid passive voice.** Passive voice communicates a lack of confidence in the ideas presented. Use the active voice unless passive voice is required to accurately communicate. For a definition of passive voice, see Strunk and White.
- **Avoid offensive language.** This includes outright obscenity, politically incorrect or pejorative terms ("gay," "homos," "retarded") and terms that would be considered inappropriate for use in or by a church. ("sucks," "crap," etc.)
- **Avoid negative language.** Write in the positive sense, rather than the negative. Instead of phrases like "can't" "won't" or "don't" rephrase the sentence so that the same meaning is communicated through positive phrases.
- **Avoid redundancy, unnecessary big words, and slang.** Be clear and concise but remain approachable. It is better to use multiple simple words to explain a complex concept than a single, accurate word that might confuse. Additionally, avoid using slang or pop culture references in communication, as it rapidly makes the content seem dated.

Waymaker.Church Style Specifics

- **Avoid Christian cliché and theological jargon.** As much as possible, avoid using "church language" or cliché. Additionally, avoid using theological words. As much as possible, use language that is



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understandable to an individual who has no familiarity with Christian culture.

- **Use contractions and we language.** Unless specifically giving application or instruction, avoid second person (“you”) and instead use the first-person plural. (“we”) Our style is informal, yet professional. Contractions make communication seem more natural and less stiff, which communicates our professional and personal tone. “We” language comes across as inviting and inclusive, while “you” language can feel condescending and divisive.
- **Tell what and why.** Don’t presume the entire audience has the same level of passion or buy in. Tell the audience what to do, but also tell them why they should care, and how it will benefit or impact them. Don’t just give instruction, give vision and passion.
- **Share a story.** Stories make facts personal. A story engages the audience and invites them into whatever is communicated. Whenever possible, use stories or narratives to communicate truth to the audience.
- **Challenge the audience.** Our communication is intended to move the audience to their next step with Jesus. Always give the audience a way they can act on what is shared.
- **Go back to Jesus.** All of our communication should center around the gospel. Our goal is show how Jesus’ death and resurrection transforms every aspect of our lives, and that includes our communication. Always take the story back to Jesus.

Waymaker.Church Formatting

- **Use bold for emphasis.** If a specific word, sentence, or phrase needs emphasis, use bold in black. Do not use italics, all caps, underlining or highlighting for emphasis. Do not bold more than a single sentence.
- **Use the Oxford comma.** Waymaker.Church uses the Oxford comma to enhance clarity in written communication.
- **Use Gotham or Montserrat Regular.** Waymaker.Church’s official font is Gotham, so follow all brand guidelines for materials that will be printed, designed or mass distributed. For internal communication and electronic documents use 12-point Montserrat Regular in black. For further examples of proper document formatting see the next section *Waymaker.Church Document Standards*.
- **Use the New Living Translation (NLT) when citing Scripture.** Waymaker.Church defaults to the NLT as its translation choices are most in line with our brand voice.



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- **Capitalize all references to God.** God, Jesus, Father, Spirit, should all be capitalized. In addition, capitalize all pronouns referencing God. This prevents confusion when God interacts with other individuals. (Example: “God told Abraham to go to a land He would show him.” He being God and him being Abraham) In addition, capitalize Bible, and Gospel when referring to the book of the Bible.
- **Capitalize all ministry departments.** Ministry departments are considered proper nouns and should be capitalized. (WayKids, Global, Mosaic.) Ministry environments should also be capitalized. (Discover Waymaker.Church, Next Level Leadership) Finally, Waymaker.Church Staff should always be capitalized.
- **Follow all brand guidance.** Follow all guidance with regards to color palette, logo use, and terminology. The only approved colors for fonts in documents are black and Waymaker.Church Deep Space (Hex 3D5B6B) unless otherwise authorized by the Graphic Design Team. Use black as the primary font color, and use Waymaker.Church Deep Space for accent color. Do not use unapproved colors for fonts or logos.
- **Spell out numbers under 10.** For numbers under 10, spell out numbers rather than using Arabic numerals. For numbers 1,000 and above, use commas between digits. (Example: 1,000, 1,232, not 1000 or 1232.)
- **Use bullets.** When writing lists or outlines, use bullets rather than numbers, letters, or Roman numerals. Use the standard Microsoft Office bullets. When bullets contain paragraphs, the first sentence may be bolded and colored for emphasis.
- **Use Chicago/Turabian for formal writing.** If formal writing is required, follow all guidance in the most current edition of Chicago/Turabian for footnotes, page numbers, source citations, etc.

OUR VOCABULARY

Waymaker.Church has a specialized vocabulary designed to clearly and effectively communicate our beliefs and unique attitudes in single sentences and phrases. The following words and phrases are examples of Waymaker.Church’s unique brand vocabulary.

Brand Language

- Always use the full and proper name of the church “Waymaker.Church” instead of “Waymaker” or “Waymaker Church.” When verbally referring to Waymaker.Church, do not vocalize the “.” in our name. (Example: “Waymaker Church,” not “Waymaker Dot Church.”)



- Always include the name and contact information of the church in all communication and print material.
- Always use the proper name of a ministry, rather than the genericized form. (Example: WayYouth instead of youth group, WayKids instead of children’s ministry)
- Don’t use the word “things.” “Things” is a non-specific phrase that is vague and confusing. Instead, be specific. (“Dates,” “Reasons,” “Applications” etc.)
- Whenever possible, cite an entire Waymaker.Church Core Value, however, key phrases from core values may be used as stand-alone language.
- With the exception of the Lead Pastor, Waymaker.Church Staff does not use the title “Pastor.” Staff members should either be referenced by name only, or with their official duty title.
- Refer to Waymaker.Church in the first-person plural (“we”) in all communication. (“We are so excited,” “we can help you,” “we want to hear your story,”) Avoid first person singular language (“I”) as in most cases the individual is functioning as a representative of Waymaker.Church.
- “Community Groups” is an umbrella term that has several sub-sets. Community Groups encompasses Teaching Groups, Connect Groups, House Groups, and Recovery Groups. Only refer to them as “Community Groups” externally.

Key Phrases

As much as possible, use these phrases in communication to keep key language in the consciousness of our audience.

- Waymaker.Church Core Values
 - People are the Point
 - Welcome is our Way
 - Transformation is our Expectation
 - Multiplication is our Mission
 - Worship is our Life
 - Generosity is our Response
 - Faith is our Fuel
- Make a way/Go Make a Way
- Build bridges and remove obstacles
- Next Steps
- New and Deeper
- God’s power and presence



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- Divine encounters
- Transformation, restoration, development, and connection



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Specific Vocabulary

- Instead of “**salvation**,” use “**believe in and follow Jesus.**”
- Instead of “**volunteer**” use “**World Changer.**”
- Instead of “**volunteering**” use “**servicing.**”
- Instead of “**small groups**” use “**community groups.**”
- Instead of “**Christ**” use “**Jesus**” or “**Jesus Christ.**”
- Instead of “**sanctification**” use “**new and deeper levels with Jesus.**”
- Instead of “**lost**” use “**people far from God.**”
- Instead of “**heaven**” use “**God’s new creation**” or “**eternal life.**”
- Instead of “**evangelize**” use “**tell people about Jesus.**”
- Instead of “**Christian**” use “**follower of Jesus.**”
- Instead of “**Scripture**” use “**the Bible,**” or cite the specific author “**Paul.**”
- Instead of “**testimony**” use “**story.**”
- Instead of “**Sunday school**” use “**Teaching Groups.**”
- Instead of “**amen**” use “**let’s celebrate X.**”
- Instead of “**CCB**” use “**the Hub.**”
- Instead of “**you are dismissed**” use “**Go Make a Way!**”
- Instead of “**the gospel**” use “**the good news that Jesus has defeated the power of sin death and evil,**” or “**the good news of Jesus.**”
- Instead of “**first-time guest**” use “**new here**”



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DOCUMENT STANDARDS

Any document created at Waymaker.Church for internal or external use should follow these guidelines. The title of the document should be centered, in all caps, in 16-point Monserrat Black. The first section should be the Executive Summary which is a one-page summary of the entire document. Take the first level section headings from the table of contents, format in **12-point Monserrat bold in Waymaker.Church Deep Space** and provide a single sentence summary in 12-point Monserrat Regular in italics.

Executive Summary example:

Section One: *Outlines the formatting standards for documents at Waymaker.Church.*

Documents under five pages do not require an Executive Summary.

SECTION ONE

Section headings are centered, all caps, 16-point Monserrat Bold in Waymaker.Church Deep Space. Each section should be given a unique title. Body text should be single spaced, in black Monserrat Regular, 12-point font. Do not add a space between paragraphs. Use **bold Waymaker.Church Deep Space emphasis if color emphasis is desired or necessary**. Do not use all caps, italics, or underlines for emphasis. Do not highlight. Use complete sentences and follow all established rules of English grammar. (Follow all guidance in *The Elements of Style*, 4th Edition by Strunk and White)

Avoid passive voice. Bulleted lists may be used, if bullets contain multiple sentences, put main headings of bulleted lists in bold/Waymaker.Church Deep Space. Page numbers should be left aligned, in 12-point Monserrat Regular. Place a three-inch-wide primary Waymaker.Church logo (Infinite Mountains and “Waymaker.Church”) in the header of all pages, wrap text top and bottom, and align with top of page and center. Place one empty line between first and second level subheadings.

SECOND LEVEL HEADINGS

Second level headings are left aligned, all caps, black and bold 14-point Monserrat Medium. Any required references should be footnoted in current edition Turabian. If web links are required in the document, shorten them if possible, and enclose in parenthesis. Any images or diagrams should be centered and given a title. Format the title in 12-point black Monserrat Medium. Do not include a space between paragraphs, indent to denote a



new unit of thought. Place one empty line between second and third level subheadings.

Third Level Headings

Third level headings are left aligned, black bold 12-point Monserrat Medium. Do not progress further than third level headings. Place an empty line between third level headings. In the footer of the document, align the page number on the left, and include a control line aligned with the right margin. Include the control line on all pages. The control line consists of:

- Department abbreviation
- In brackets, document author's first initial, an underscore, and last name in all caps
- Date the document was last revised/edited in the military date format (00MON20XX)
- Do not place spaces between items, see example in footer of this document.



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COMMUNICATION AND MARKETING CHANNELS

There are several different and unique avenues of communication at Waymaker.Church. Different events and ministries will require and receive different methods and priorities of communication and marketing depending on their desired impact and audience reach. Below are the different communication and marketing channels available to ministries and events at Waymaker.Church. These channels are ranked in order of reach and priority.

HIGH EMPHASIS (Church-Wide Communications/Broad reach of 500 + people)

Ministries and events that would use these channels: Financials, Serving, Community, Baptism, Wins

1. Sermon Topic
2. Video in Service
3. Sermon Application
4. Live Stage Announcement
5. Lobby Table (*certain exceptions may apply*)
6. Church-Wide Email

MEDIUM EMPHASIS (More targeted reach of 200-500 people)

Example ministries that would use these channels: Specific Community Groups, Student Ministries, Specific Global trips, events

1. *Print Material (handed out in service or on chairs or mailers)
2. Social Media (Post, Live, Video, Story, Ad)
3. Website Calendar
4. Pre-Loop Slides

LOW EMPHASIS (Very targeted reach of less than 200 people)

Example ministries that would use these channels: Serving Teams, Counseling, Ministry specific changes

1. Targeted Emails
2. Phone Call
3. GroupMe
4. Text Messages
5. Face-to-Face Communication

Max Text Copy Length

- Sunday Morning Announcement - 150 words
- Facebook – 100 words



- Instagram – 35 words
- Twitter – 280 characters

***Print Material Guidelines:**

- Print Material that is being distributed to 50+ people should be printed at a professional print shop. The ministry leader should plan for this in their budget when making decisions and requesting graphics.
- Print Material that is being distributed to 50+ should be read over by the Communications and Marketing Director to ensure the language follows our guidelines and requirements.



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INTERNAL COMMUNICATION CHANNELS

In-Office Staff



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COMMUNICATION GUARDRAILS AND GUIDELINES

To make sure our communication is clear, consistent, and accurately communicates necessary information, here are a few guardrails and guidelines for specific forms of communication at Waymaker.Church

TARGETED EMAIL

In order to reduce email clutter, build trust with our members, and streamline communication, follow these policies about targeted emails promoting an event or ministry:

- Targeted emails should not come from the church general email account but from a staff person's email address who will clearly be identified as the sender and can answer the questions for that email.
- If the list is over 100 people, the Communications and Marketing Director should review the email content, text and graphics to make sure they are in line with our communications playbook and guidelines.
- **Always** use spell check and Grammarly, send a test email, and have two other people review the email content before sending.

SOCIAL MEDIA

Any photos or video containing children or students that are posted online should follow these guidelines:

- Get permission from parents when possible/if applicable.
 - **Always** ask permission if you are showing the child's face.
 - Sharing photos of foster children is **prohibited**.
 - When in doubt, don't post it.
- Make sure there is no identifying information visible in photos. Protect their anonymity and identity by
 - Never using a child's name
 - Ensuring that nametags or registration stickers are not visible in photos.
- For students, follow the same guidelines, but keep in mind that once a student is over 13 they may have personal social media accounts.
 - Waymaker.Church social media policy is to **never** tag an individual under the age of 18 on social media.
 - Should the individual tag themselves, allow the tag to remain, but let the student decide if they want their identity to be visible on our profile.



TEXTING MINORS

- Be aware of volume and exclusivity. Example: If you are a male, be sure that you're not the only leader texting a female student and/or that text volume isn't excessive.
- Be conservative and inclusive (text groups over individuals if possible, etc.)
- Avoid texting students before 10 a.m. or after 9 p.m. if possible.

WEBSITE

When you write copy for the website:

- Break text into bite-sized pieces for quick and easy consumption.
- Bullet points and short phrases are better than full sentences.
- Be direct. Use active voice.
- Avoid using “click on” or “click here” language. Just make the action phrase or subject a hyperlink. Example: Register now. (not “Click here to register.”)

Example:

Correct: We offer different environments for middle and high school students:

- Middle School
Sundays, 9 am or 11 am
- High School
Wednesdays, 7:00 pm

Incorrect: We have different environments for middle and high school students. You can choose the time that fits with the age of your students. Sundays at 9 am or 11 am for Middle School Students. We offer High School programming on Wednesday nights at 7:00 pm. We've had services at these times for about four years. Both services are part of our Student Ministry.