



Define the 'Why'

Why is the event important?
Why should people attend?
Why does it need to be communicated?

STEP
01



Name Deliverables

What has been requested from the Comms Team and when are they needed?

STEP
02



Who is the Target Audience

Who are we attempting to reach? Is this an internal or external push?

STEP
03



Create Action Plan

List out what steps need to be taken, when they need to be accomplished, and deadlines.

STEP
04



Select Channels

Where will this be communicated (i.e. bulletin, e-blast, social media) and through what medium (i.e. written, graphic, video)?

STEP
05



Define Success

Define how you're going to measure the success of your marketing campaign.

STEP
06

MarComm Snapshot: 2023 (Q1 and Q2)

January

- College Montreat Conference (Jan. 1 - 5)
- Confirmation Sunday (Jan. 8)
- **Matthew Discusses Upcoming Sabbatical (Jan. 15)**
- **Sermon Series Begins: The Stories We Tell Ourselves**
 - Six-part series; Jan. 15 - Feb. 19
 - **Special Guest Speaker: Suzanne Stabile (Jan. 22)**
- **Starting Point Class (Jan. 29)**
- **Mathew Gives Sabbatical Presentation (Jan. 29)**

February

- **Sermon Series Begins: God With Us**
 - Eight-part series; Feb. 22 - April 9
 - **Special Guest Speaker: Sam Wells (March 12)**
- **Intergeneration Lent Workshop (Feb. 19)**
- **Ash Wednesday (Feb. 22)**
 - Services at 12:15 p.m. and 7:00 p.m.
- **Special Event: John Rutter Concert (Feb. 29)**

March

- Social Media Video on Matthew's Sabbatical (March 9)
- **Special Guest Speaker: Sam Wells (March 12)**
- **All Ages Event: Being with God in Prayer (March 12)**
- PHPC Serves Week (March 25 - April 1)

April

- Palm Sunday (April 2)
 - **Brunch with Egg Hunt**
- **Maundy Thursday (April 6)**
 - Communion Service at 7:30 p.m.
- **Good Friday (April 7)**
 - Family Service at 4:00 p.m.
 - Regular Service at 7:30 p.m.
 - Member Readings Sanctuary Choir at 7:30 p.m.
- **Easter Sunday (April 9)**
 - Sunrise Service at 6:30 a.m.
- **New Sermon Series Begins: Wrestling...**
 - Seven-part series; April 16 - May 28
- Starting Point Class (April 23)
- **Lunch with Matthew to Discuss Sabbatical (TBD)**

May

- **Matthew's Sabbatical Begins (May 8)**
- Mother's Day (May 14)
- **Special Event: Americana Concert (May 21)**
- Memorial Weekend (May 26 - 29)

June

- **New Sermon Series: Our Culture of Busyness**
 - Four-part (?) series; June 4 - June 25)