
Building for the Glory of God

Communication Plan Overview

Sunday June 8, 2008



Communication Plan Overview

Communication Objectives

- Maintain project focus over multi-year horizon
- Ensure continued alignment to Church purpose, values, vision and goals
- Share ministry vision and impact potential
- Motivate pledges and financial transparency
- Share project status on schedule, scope and finances
- Announce and promote outreach events
- Communicate progress on construction and approvals
- Promote and ensure safety
- Share distributed gifts to missions



Guiding Principles

Definition

- Guiding principles keep communications aligned with the direction of Church leadership and consistent over a multi-year program.

Principles

- We will bathe our project in prayer, celebrate answers to prayer and identify key milestones
- We will communicate a passionate vision for our ministries and project impact
- The project is about “Building For the Glory of God”, motivated by our Church goals and not a special interest initiative
- The building project will be a multi-year proposition and messages about the building project must be consistent, executed in regular intervals and easy to consume
- Church leadership will be aligned on all aspects of the project
- The project will have total transparency on plan vs. actual for finance, schedule, scope and ministry impact



Guiding Principles (con't)

Principles

- We will identify and communicate specifics on linkage between the project and our Church goals
- We will set expectations on progress; communicating results and deviations from our building plan
- Communication vehicles will allow “new comers” and people with fragmented engagement to come up to speed efficiently
- The communication plan will be simple and sensitive to administrative overhead
- We will drive toward 2-way communication and seek feedback
- Written communication will not supplement verbal communication from Church leadership
- Each component of communication indicates its role in the communication approach



Communication Components

Major Components

- Quarterly Sunday morning updates
- Sunday evening detailed status and Q&A with Elders
- Bulletin inserts
- Ministry impact board
- Prayer requests on detailed subject matter
- Email feedback – building@gracechurchofdupage.org
- Subscription based email updates
- www.gracechurchofdupage.org
- Additional components will be added as we mature our communication program



Project Status - Finance

Current Status

- Monthly/Quarterly/Annual pledges - \$886k over three years or \$295k/year
- Current cash received - \$480k (includes \$248k one-time gifts)

	Original Budget	Current Estimate
Building	\$1,500,000	\$2,100,000
Parking & Entrances	\$300,000	\$300,000
Missions	\$200,000	\$275,000
Totals	\$2,000,000	\$2,675,000

Ground Breaking

- **2012** - If interest earned on received cash keeps pace with the cost of building inflation over time. The remaining pledges must exceed \$545k.
- **2014** - If interest earned on the project is not able to keep pace and experience cost inflation. The remaining pledges must exceed \$767k.



Next Communication

Planned Events

- Sunday evening detailed update and Elder Q&A
- Insert/Tri-fold with updated project details
- Ministry impact board
- Share received feedback

Service Opportunities

- Communications
- Advertising
- Design
- Marketing

Contact:

- robert.hanlon@sbcglobal.net
- +1 (630) 235-4997



Building for the Glory of God

Communication Plan Overview

Sunday June 8, 2008

