

Communication

The leadership team develops a platform for effective communications within, between, and directly to churches. We believe that cultivating communication between churches is especially critical for growing a coalition and cultivating collaborative efforts.

Within Churches

The leadership team encourages churches to assess their internal communications capability for crisis response and helps to identify solutions.

Between Churches

We believe that effective communication between church leaders is the key to building relationships that make church collaboration possible. The leadership team provides applications for:

- **Group Messaging:** To facilitate ongoing church-to-church communications for cultivating relationships, sharing needs and resources, and preparing for collaboration in response to a crisis (GroupMe, etc.)
- **Video Conferencing:** To facilitate regular coalition gatherings and gatherings when responding to a crisis (Zoom, Skype, etc.)

To Churches

The leadership team develops a strategy for communicating to participating churches that celebrates accomplishments and provides opportunities to participate. Some approaches we have found effective:

- Sharing stories from churches highlighting collaborative projects, volunteer experiences, and neighbors who are served, along with upcoming opportunities to collaborate and serve
- Communicating regularly with some combination of periodic “newsletter” and “short story” posts, utilizing multiple social media and various communication tools (web page, Facebook, Twitter, etc.)

With The Church Responds

The leadership team facilitates communication between the coalition, The Church Responds, and community partners. A team member participates in regular meetings of The Church Responds coalitions.