

NewSpring Church is 9 years old. We've only had an established Communications Team for a year. We handle branding, communications, and web.

Web is just an extension of our main communications, not a separate entity.

Strategically-speaking, we're a Branded House, not a House of Brands. That means we don't have a separate logo/identity for every ministry, but we try to keep things as simple as possible. We have three brands: the main NewSpring brand, our children's ministry KidSpring, and our student ministry Fuse. Anything beyond that, we push back on. Too many options and people freeze.

The Stuff You Need to Know:

Who are you? (make sure the visual represents the cultural)

What's your mission? (if you're doing things that take focus away from your main mission, stop it)

Does your leadership support you? (what do they expect of you? If you don't know, ask.)

The Stuff That Helps Us Stay On-Message:

Standards for Communications & Visuals (you can download them at www.newspring.cc/brand)

Simplicity (we don't have much going on, so it makes it easier to communicate about it)

Priorities (fairness is not a value, every ministry doesn't get equal time)

Knowing Our Role (our ministry is making their ministry easier, we support, we live "How can we help you?")

Defining the Win (design doesn't win, value does - if it "pops" but people don't meet Jesus, we've failed)

Building Relationships (Brand Champions on ministry teams, lunches, friendships, vendors)

Clear Communication (managing deadlines and expectations)

The Punchline:

Everyone is busy (especially the people you're trying to reach) so make it easy on them

There is no Magic Bullet. There is no easy button. It doesn't get easier, specialization is harder and simple is harder.

It requires people skills, so invest. If you don't have people skills or you have an antagonistic relationship with your staff/leadership, then maybe support staff is not for you. This is a servant role.

It's a learning process, and the more you understand what your leadership expects of you and how you can support ministries, the better it gets.