



COURAGEOUSLY  
*Living the Gospel*

# COURAGEOUS COMMUNICATIONS

## Seven Steps to Effectively Communicate a Message

- 1. Develop Key Messages** Develop relevant and compelling messages that convey who, what, when, where, why and how.
- 2. Identity Target Audiences** Identify who are your target audiences. This includes (but is not limited to) people who are most impacted by your message, people needed to support your message and people who can communicate your message to your target audience.
- 3. Understand Communication Preferences** Research and identify what are your target audience's communication preferences, including language. Know your audience.
- 4. Determine Communication Channels** Determine what communication channels are needed to deliver your message and what channels are affordable, accessible and most useful to you. (Below is a suggested list of channels.)
  - Personal Meeting or Presentation / Personal Testimonial
  - Direct Mail Postcard or Letter
  - Email
  - Bulletin Announcement or Ad
  - Newsletter (Printed or Electronic)
  - Text Message
  - Social Media Announcement (Organic or Paid)
  - Video or PowerPoint Presentation
  - News Media
  - Advertisement
  - Signage/Banner
  - Giveaway
  - Projection Screen in Church/Office
  - Other \_\_\_\_\_
- 5. Add Interesting Visuals** Incorporate visuals and design elements into your communication to reinforce your main messages. (Below is a suggested list of visuals.)
  - Photos
  - Graphics
  - Illustrations / Charts
  - Infographics
  - Break Out Quotes
  - Classic Art
  - Catholic Symbols
  - Other \_\_\_\_\_
- 6. Maintain Catholic Identity** Incorporate Scripture, saint and pope quotes, Catholic symbols and Catholic imagery into your communication materials to help audiences connect with your greater purpose and mission.
- 7. Obtain Feedback** Solicit feedback on communication and measure data such as, web visits, social media reach and email opens. Make changes if the message is not being received. Determine obstacles and make appropriate changes.