

Church Announcement Audit

Do this with the last four weeks of announcements in front of you: the bulletin, the newsletter, and anything said from the front. The goal is to send less to everyone and more to the right people.

1 List what you actually sent

- ☐ 1 Write down every announcement from the last four weeks.
- ☐ 2 For each one, note which channels it went out on.
- ☐ 3 For each one, note honestly who it actually applied to.
- ☐ 4 Count how many went to the whole church but applied to under a quarter of it.

2 Sort into three tiers

- ☐ 5 Tier 1, everyone, now: service cancelled, building closed, a death in the church family. Must arrive within the hour.
- ☐ 6 Tier 2, everyone, eventually: annual meeting, seasonal schedule, building updates. A weekly digest is enough.
- ☐ 7 Tier 3, some people: youth deposits, ministry events, volunteer rotas. Should never go to the whole church.
- ☐ 8 Count how many of your last four weeks were Tier 3 sent as Tier 1. That number is your problem.

3 Map your congregation into groups

- ☐ 9 List every ministry, small group, serving team, and rota.
- ☐ 10 Confirm each one can be messaged separately from the whole church.
- ☐ 11 Assign each Tier 3 announcement to the group it belongs to.
- ☐ 12 Decide who is allowed to send to a group, and who is allowed to send to everyone.

4 Fix the channel

- ☐ 13 Identify which channel reaches every person who opted in, with no algorithm ranking it.

- ☐ 14 If you do not have one, getting one is the highest-value fix on this list.
- ☐ 15 Set a weekly digest day and time, and keep it consistent.
- ☐ 16 Protect the urgent channel: agree what qualifies, and use it rarely enough that it still works.
- ☐ 17 Put the calendar somewhere permanent so nothing depends on remembering an announcement.

5 Improve the announcements themselves

- ☐ 18 Put who it is for in the first line.
- ☐ 19 Put the date and the one action in the first two lines.
- ☐ 20 One announcement, one action. If it needs two, send two.
- ☐ 21 Cut any announcement that has no deadline and no action, put it in the digest instead.
- ☐ 22 Read it back and ask: if I only saw the first line, would I know whether this is for me?

6 Check it worked

- ☐ 23 Pick one upcoming event and send it only to the group it concerns.
- ☐ 24 Compare attendance and response against a similar event announced to everyone.
- ☐ 25 Ask three people whether they are hearing more or less from the church, and whether it feels more relevant.
- ☐ 26 Review the tier split again after two months.

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