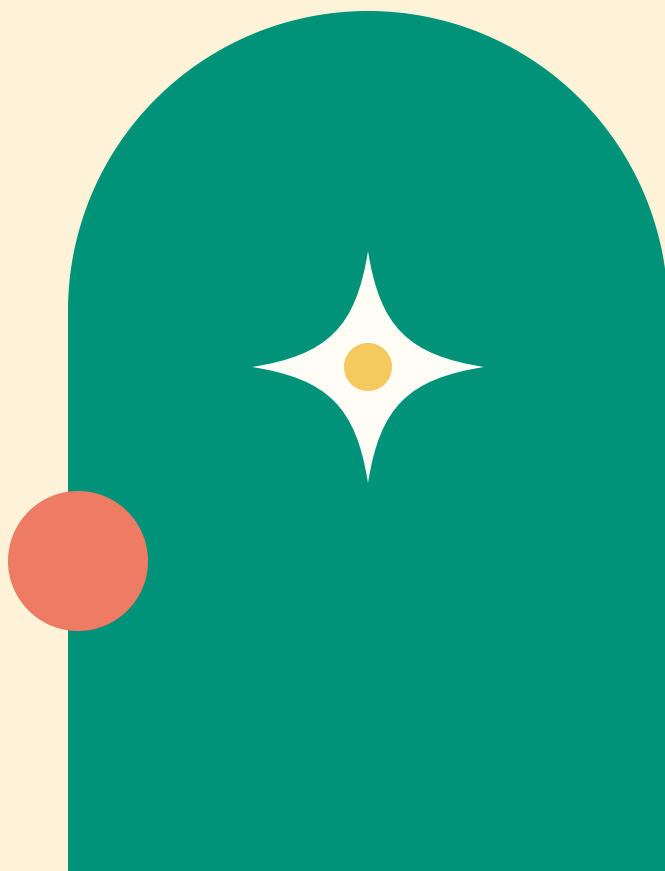


FREE GUIDE • FOR CHURCH STAFF

Making the case for *communications* help

You see what's falling through the cracks. Your pastor has to say yes. This guide helps you start that conversation, with a one-page brief you can fill in and hand to your pastor.

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How to bring it up

Pastors carry a lot. The goal isn't to sell anything. It's to name a real need and suggest one small, free next step.

- 1 Fill in page 3 first.**
Write down what's slipping and how many hours it takes now. Real examples from your church do more than any statistic.
- 2 Pick a calm moment.**
Not Sunday, and not Monday. Ask for 15 minutes in a regular staff meeting or one-on-one.
- 3 Lead with people, not tools.**
Talk about the guest who couldn't find service times or the event that didn't fill up, before you talk about graphics or software.
- 4 Make it about your pastor's time.**
Every hour your pastor spends on slides and announcements is an hour not spent preaching, praying, or with people.
- 5 Ask for a small yes.**
You're not asking for a budget today. You're asking to try a free check-up and see what it shows.

What you might say

"I've noticed we're stretched on communications. I want to make sure guests can find us and our people know what's happening, without it landing on your plate. Could we try a free check-up from a church communications partner and look at the results together? There's no cost and no commitment."

IF YOU HEAR "NOT RIGHT NOW"

That's okay. Ask what would need to be true to revisit it, like a budget season or a big event coming up. Offer to request the free check-up anyway so you both have something concrete to look at.

BRING A REAL EXAMPLE

Pull up your website on your phone together and find the service times, or count this week's announcements. Seeing it in the moment says more than any brochure.

Why our church could use communications help

WHAT'S SLIPPING RIGHT NOW

- ☐ Guests can't quickly find service times or what to expect
- ☐ The website or social media is out of date
- ☐ Sunday announcements run long or feel scattered
- ☐ Events and sermon series are promoted last minute
- ☐ Each ministry's graphics look different
- ☐ Our pastor writes, designs, or posts things themselves
- ☐ Other: _____

WHAT IT COSTS US NOW

Hours a week staff spend on announcements, slides, social, and email: _____

5 hours a week is 260 hours a year, or six and a half full work weeks.
That time could go to preaching, care, and leadership.

One example from our church:

OUR OPTIONS

	FULL-TIME HIRE	PART-TIME HIRE	VOLUNTEERS ONLY	FRACTIONAL PARTNER
Yearly cost	\$43,000 to \$109,000 Salary, taxes, and benefits	\$21,500 to \$29,600 About 20 hours a week	Little to none Depends on who's available	\$9,600 to \$28,800 A flat monthly fee
Getting started	A search, then training	A search, then training	Recruiting and turnover	Brand kit and first plan in 30 days
Skills	One person's strengths	One person's strengths	Varies week to week	Planning, writing, design, video, websites
Commitment	Ongoing employment	Ongoing employment	Week to week	90 days, then month to month

Hire costs are estimates. Fractional cost reflects Grayhaven Studio's monthly packages (\$800 to \$2,400 a month).

The ask: a free communications check-up

David Gray looks at our website, social media, and Sunday screens the way a first-time guest would, then sends a one-page report with three quick wins and a 20-minute call. No cost, no commitment. We keep the report either way.

Questions pastors often ask

Can't volunteers handle this?

Volunteers are a gift, and they stay involved. A partner gives them a plan, a brand kit, and templates, so their time goes further and the work stays consistent when people rotate.

Isn't this just marketing?

It's hospitality. Clear communication helps a guest find you, helps your people invite friends, and helps everyone know what's happening and how to take a next step.

We can't add to the budget right now.

The check-up is free, and its three quick wins are things staff can do themselves. Monthly help starts at \$800, with a founding partner rate for the first 6 months.

Who would we work with?

David Gray, directly. He's a Jacksonville church member, not an agency, and works with a few churches at a time.

Will it sound like us?

The first 30 days are spent learning your church and building a brand kit around who you already are. You approve everything, and every request includes two rounds of changes.

What if it doesn't work out?

It starts with 90 days, then goes month to month with 30 days' notice. Once it's paid for, the finished graphics, videos, templates, and writing belong to the church.

Do we need someone in the office?

Most of the work happens remotely. In the Jacksonville area, David also meets with staff in person at the church: as needed, monthly, or weekly depending on the package. Elsewhere, by video.

How do requests work?

Through a private client portal: send a request, approve proofs, and message David, all in one place your staff can share.

Next step: request the free check-up

It takes two minutes. The report arrives within 3 business days.

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