

Messages

Helping you to communicate
more effectively



Aims for today

1. To explain what *Messages* is and what it could do
2. To highlight the support available
3. To raise any communications issues and questions



GRACE cycle; a way of explaining and understanding various aspects of church life

Good **Communication**

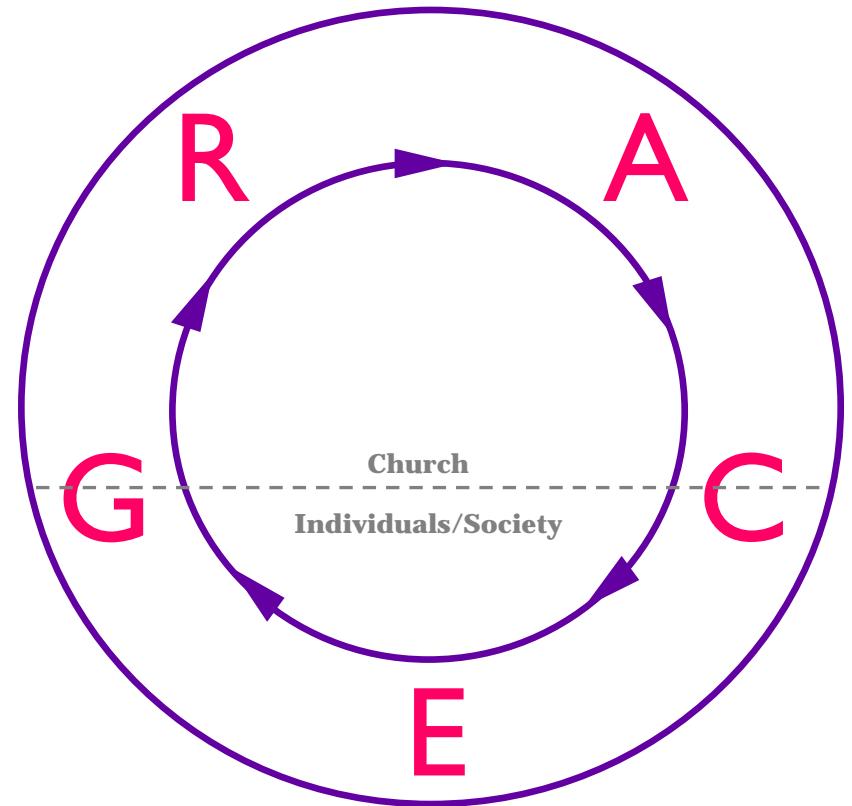
Engages people in

wanting to **Give**, to fund

the **Resources**,

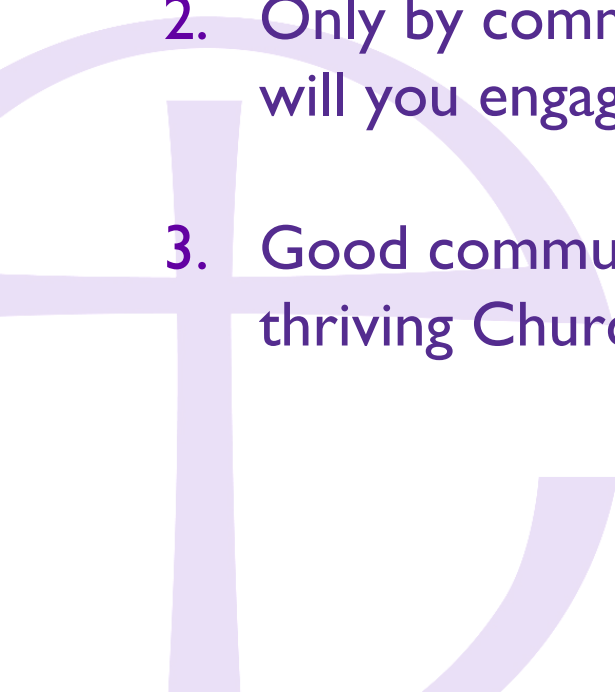
which provide **Activities**

= spreads the Gospel



Communication and the Church

Grace cycle illustrates three things:

1. You need to make sure you are doing the right activities before you communicate them
 2. Only by communicating the right things in the right way will you engage with people.
 3. Good communication is essential to a thriving Church.
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Why is it important

- Mark of respect for faith and audience
- Sharing the Gospel is our priority
- Competitive environment needs good publicity



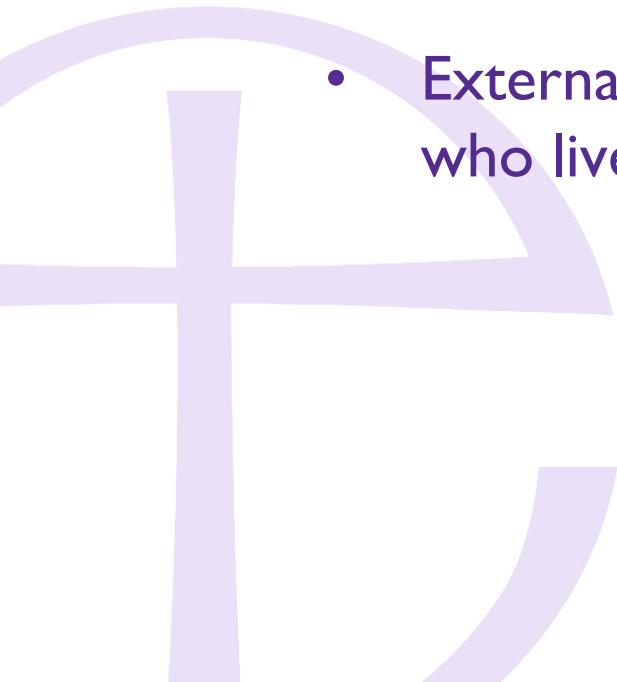
Symptoms of poor communication

- Grumbling congregations
- Decline in attendance (perhaps particular groups under represented)
- Lack of volunteers
- Misunderstandings



What is *Messages*?

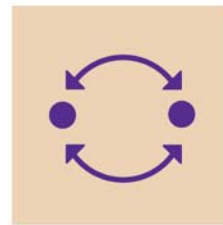
- Based on the GRACE cycle
- A resource tool to help you review your communications
 - Internal (as a church community)
 - External (messages you are sending out to the people who live nearby)



What we are offering...

MESSAGES - a new guidebook and supporting resources

Optional communications support



LISTEN REFLECT REVIEW SHARE

Getting started...

- Access what areas of support you might need in the *MESSAGES* flowchart
- Use the *MESSAGES* resources available on the website to help you achieve your communication priorities
- Contact the Diocesan Communications office for any help you need



More information

- Messages is available online
www.gloucester.anglican.org/resources/comresources
- All resources mentioned in *Messages* available online
- Until Christmas, Katherine Clamp on 01452 835591
kclamp@glosdioc.org.uk
- Lucy Taylor on 01452 835515, Mon, Tues and Wed until March, then full time, ltaylor@glosdioc.org.uk

Any questions?

