



Local Church Communication Audit

Prepared by the British Union Conference of Seventh-day Adventists

The main message we want others to see, hear and experience is:

Do others see, hear and experience our main message?	Things to look at, questions to ask		Comments
<p>1. Outside the church</p> <p>Yes <input type="checkbox"/></p> <p>Perhaps <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Grassed areas <input type="checkbox"/> Car park & pathways <input type="checkbox"/> Lighting <input type="checkbox"/> Notice board 	<ul style="list-style-type: none"> <input type="checkbox"/> Overgrown <input type="checkbox"/> Litter free <input type="checkbox"/> Smooth or potholed <input type="checkbox"/> Access for wheelchairs? <input type="checkbox"/> Floodlighting? <input type="checkbox"/> Footpaths/steps lit? <input type="checkbox"/> Visible from road? <input type="checkbox"/> Up to date <input type="checkbox"/> Welcoming, clear, well lit <input type="checkbox"/> Modern clear attractive font? <input type="checkbox"/> Adventist logo? 	
<p>2. In the foyer</p> <p>Yes <input type="checkbox"/></p> <p>Perhaps <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	<ul style="list-style-type: none"> <input type="checkbox"/> First impressions <input type="checkbox"/> Greeters <input type="checkbox"/> Notice board <input type="checkbox"/> Information 	<ul style="list-style-type: none"> <input type="checkbox"/> Welcoming? Clean? <input type="checkbox"/> Attractive <input type="checkbox"/> Photographs of people, church, community <input type="checkbox"/> Welcome sign with information about services, activities <input type="checkbox"/> Up to date 	
<p>3. In the building</p> <p>Yes <input type="checkbox"/></p> <p>Perhaps <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Decor <input type="checkbox"/> Lighting <input type="checkbox"/> AV systems <input type="checkbox"/> Induction loop 	<ul style="list-style-type: none"> <input type="checkbox"/> Bright? Welcoming? <input type="checkbox"/> Appropriate signage <input type="checkbox"/> Hymn books, Bibles <input type="checkbox"/> Literature available 	
<p>4. In the worship</p> <p>Yes <input type="checkbox"/></p> <p>Perhaps <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Welcoming <input type="checkbox"/> Language and liturgy – service style/time <input type="checkbox"/> Music – drama <input type="checkbox"/> Use of visuals/slides <input type="checkbox"/> Age appropriate <input type="checkbox"/> Service sheets <input type="checkbox"/> Large size print for visually impaired 		
<p>5. In your publications</p> <p>Yes <input type="checkbox"/></p> <p>Perhaps <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Bulletin <input type="checkbox"/> Information/outreach material <input type="checkbox"/> Invitation cards for special events? <input type="checkbox"/> Information for visitors <input type="checkbox"/> Magazine for homes in vicinity of church <input type="checkbox"/> Other publications 		

<p>6. In the wider community</p> <p>Yes <input type="checkbox"/></p> <p>Perhaps <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	<ul style="list-style-type: none"> • Community days • Community activities • District newsletter, or free bulletin • Contact with schools, library, surgeries • Handbills/posters advertising church events • Visitors day, open events • Advertising boards • Relations with local press and media. Press releases • Other ideas ... 	
<p>7. On the web</p> <p>Yes <input type="checkbox"/></p> <p>Perhaps <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	<ul style="list-style-type: none"> • Website understandable to the community • Attractive, up-to-date • Linked to other sites (council, church registers etc) • Listings of activities • Reports of events, photos, activities • Advertised on church notice board • Streaming/podcasting services • Twitter, facebook feeds • Other 	
<p>And finally ... People & Resources</p>	<ul style="list-style-type: none"> • What equipment/training/resources would improve your internal and/or external communications? • How can the Conference/Union support you? • What size Communications team do you need in your church? 	

Using this checklist on the Local Church Communication Audit has helped us to see the following:

Our Strengths

Our Weaknesses

Our Opportunities

Our Difficulties

In the light of this we propose to:

1.

2.

3.
