

Exhibit B – Communications Checklist for Ministries

✓ Communications Checklist for Ministries

Use the checklist below to review your message prior to submitting it to the Church Office. See **Exhibit A, *Old Bridge Content and Style Guide***, for detailed instructions.

	Clear	Provides specific information. Answers Who, What, Where, When, Why and How. Avoids “churchy”, unclear language that can be misunderstood by non-members.
	Concise	Gets to the point quickly. No flowery or unnecessary Language. 50 words or less whenever possible.
	Compelling	Calls for action to participate, serve, contribute or support in a specific manner and by a specific time.
	Correct	All facts double-checked. Room, time, date, etc. accurate? Uses correct English. Adheres to style guide.
	Targeted	Written for a specific audience. Does not try to cover multiple topics or audiences in a single message.
	Connected	Contact info or media link included.
	Channeled	Written and submitted for the appropriate communications tool based on impact and priority guidelines.
	Supports the Vision and Mission	Uses language from the vision and/or mission statements when appropriate and possible A COMMUNITY TRANSFORMED BY THE LOVE OF CHRIST <i>Serving Christ. Loving Neighbors. Inviting People. Building Community.</i>