

OUR SHEPHERD LUTHERAN CHURCH

TIERED COMMUNICATIONS POLICY

In order to SHARE LIFE WITH OUR SHEPHERD by effectively communicating messages and events in an organized and clear manner, Our Shepherd Lutheran Church has implemented the following tiered communications policy. Communications are prioritized so that those in the first tier are emphasized. Tiers are ordered to have the most impact for the intended audience. Messages in tiers two and three are not less important, but are targeted to a more specific audience.

Tier 1

Church-wide activities that include all members and are time-sensitive. Examples include, but are not limited to:

- Worship services
- Sermon series/Bible studies
- First-time visitor information
- Community outreach events
- Vacation Bible School
- Church Fellowship Events
- Ministries the church directly supports financially
- Specific appeals

Announcements in tier one may be: verbally announced, in the bulletin, in the weekly email, on the calendar, placed on signage, included in member mailings, displayed on the Welcome Center, and/or highlighted in a Facebook post.

Tier 2

Church-wide activities that are not time-sensitive or messages that are targeted to a specific sub-set of the congregation. Examples include, but are not limited to:

- Our Shepherd Lutheran School
- LTF events
- Retreats
- Ladies Guild/LWML
- Snow/Mowing Teams
- Music Ministries

Announcements in tier two may be placed: in the weekly email, on the calendar, in the bulletin (providing that there is space), and have display space on the Welcome Center or outside of the Luther Room.

Tier 3

Messages that are targeted to members of individual ministries. Examples include, but are not limited to:

- Ladies Circle
- MOPS
- A/V training
- Events at sister congregations or Lutheran High School
- Member thank you messages

Announcements in tier three may be placed: in the weekly email and/or on the calendar. These ministries are encouraged to rely on more personal means of communication. For example, members may use personal social media accounts to highlight their messages.