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> Divine Unity Commmunity Church Gatekeeper Communication Guide: A Referenc

Abstract (200 words):

> This applied project investigates the methods, modes, and tools used to communicate b

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Committee Chair: Dr. Barry Maid

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ABSTRACT

This applied project investigates the methods, modes, and tools used to communicate between different audiences at Divine Unity Community Church (DUCC) to create a communication guide. Communication is an integral part of the church's function and effectiveness, not only externally to the congregation and surrounding community, but also internally to ministers, leaders, and volunteers. As the church continues to grow, it has struggled to maintain a consistent, efficient, and scalable communication culture. To document and sustain the communication culture, I drafted a communication guide that provides a comprehensive explanation of the church's culture and tools for communicating in different contexts. The guide was developed with feedback from focus groups and observations of DUCC's communication practices, and is being used as a training resource for leaders and volunteers.

Divine Unity Community Church

Gatekeepers

Communication Guide

A Reference for the Communication Culture

Revision Table

Version	Description	Date
Draft	Draft document	January 8, 2020
Initial Release	First release	January 28, 2020

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▶▶▶ INTRODUCTION ◀◀◀

The Gatekeepers Communications Guide (Comm Guide) is a resource for gatekeepers, staff, pastors, and ministry leaders. There are three goals to its creation and maintenance:

1. Provide a **foundational understanding** about why and how pastors, staff, ministry leaders, and gatekeepers communicate to the various audiences within and outside of Divine Unity Community Church (DUCC).
2. Define the **tools, methods, and standard practices** for visual, verbal, and written communication.
3. Serve as a **stepping stone** for leadership and gatekeeper training and development.

This guide provides high-level information and practical tools to communicate and operate effectively at DUCC. Ultimately, the Comm Guide is a tool to help us better spread the message of Jesus Christ as we operate with excellence in our ministry and operational roles.

As you read through this guide, we hope that its framework will be a valuable resource that helps you serve in your area of ministry with purpose and clarity.

▶▶▶ VISION, MISSION, & VALUES ◀◀◀

DUCC's vision is to see **revived lives active to glorify God**, and everything we communicate helps us to spread the gospel of Jesus Christ. We are dedicated to the mission of reviving lives, developing them in Christ, and sending them out to share the gospel. Our words and our lives are a visual display of the love, hope, and power of Jesus to transform, heal, and restore. Our mission is to revive, develop, and send.

We teach the Bible, and all of our communication should align with biblical truths and principles. Whether we are preaching a sermon from the pulpit, leading a devotional with our small group, or hosting an outreach event in the community, what we say and do should exemplify the following traits:

- Godly **Character**
- Relational **Authenticity**
- Spiritual **Substance**
- Personal **Humility**

Because we are a multi-ethinic, multicultural, and multi-generational church, we communicate to several different audiences. While our underlying message is the same for every audience, the style and tone may change to fit the appropriate audience. We pray that as we continue to share the message of Jesus, we will see:

- **Lives transformed by the gospel.** People will turn away from their old lives and live lives devoted to Jesus Christ.
- **People living in community**. People will feel at home and find a place to belong.
- **People living on mission**. People's passions and giftings will be maximized to their full potential in their vocation, recreation, and occupation.

Our Values ▽

As a family, we are **called to the work of God, connected with each other, and committed to sharing the gospel**. Every family has characteristics that distinguish them from other groups, and we call these our House Habits.

We believe that **participation is better than observation**. Living in Christ is about being the work, and we grow in our relationship with God and with others when we participate in the work.

Matthew 4:4 says that "man does not live by bread alone, but by every word that comes from the mouth of God." We say that **there is no meeting if there is no eating** because our time together satisfies both our spiritual and physical appetites.

An **attitude of gratitude** paired with a **pattern of reverence** keeps God in his rightful place. We are thankful for all He has done and are full of faith for all he will continue to do as we trust and obey him. We honor God's word and actively participate in the spiritual disciplines of prayer, fasting, reading scripture, and worship.

Because God has chosen us to be his children, we have been adopted into his family as heirs and joint heirs with Christ (Rom. 8:17). Likewise, **we choose you** to be part of our DUCC family!

▶▶▶ OUR AUDIENCE ◀◀◀

We are **multi-ethnic, multicultural,** and **multi-generational,** so we have a variety of audiences and groups that will hear our messages. Here is an overview of who are communicating with on a regular basis.

The Congregation ▽

We are serving a multi-cultural, multi-ethnic, multi-generational church. Our general audience has a variety of ethnic backgrounds, age brackets, and socio-economic states, but the Bible is our foundation for communication. We preach the Bible and use biblical principles to promote community through church events, small groups, and discipleship relationships.

Who communicates to the congregation, and what do they communicate?
- Pastors - Sunday Sermons
- Ministry team leaders - Small groups, teaching opportunities (DUCC Edu), discipleship opportunities (DUGs)
- Ministry team members - Sunday services, volunteers at church events

Campus ministry ▽

"One foot on the campus, one foot in the community" is our heart and mission. DUCC is devoted to reaching college students ages 18 through 22 with the gospel and seeing their lives transformed.

Who communicates to college-aged students, and what do they communicate?
- Pastors - Sunday sermons, special ministry events
- Campus ministers - large group meetings, conferences, small groups
- Ministry team leaders and members - ministry opportunities, special events

Youth, Kids, & Families ▽

The children and youth (ages infant to 17) at DUCC receive bible-based teaching on Sundays and during mid-week services. They also receive nurturing care during leadership and certain church-wide meetings. We want to instill the gospel into all of the kids that attend DUCC, and we strive to make the word of God easy to understand, fun, and interactive.

Who communicates to children and youth, and what do they communicate?
- Children's/Youth Pastor - Sunday mornings, large group meetings
- Ministry leaders - developing curriculum, Sunday mornings, large group meetings
- Ministry team members - Sunday mornings (Sunday school lessons), large group meetings (childcare)

Ministry team leaders & members ▽

Ministry team members serve in various ways throughout the church, either through direct interactions with members and visitors (e.g., Sunday school, greeters, ushers), or indirectly (e.g., worship team, production team, administrative teams). Although the teams have different functions, the information that they receive from directors and pastors should be timely, clear, and concise. They'll need information and details about future events so they can help coordinate and execute the plans.

The different ministry team functions will have various personality types and demographics. For example, the Welcome Team has a wide range of generations and personalities, but they tend to be outgoing and enjoy interacting directly with people. On the other hand, the administrative team will likely be more involved in behind-the-scenes tasks, and communicate primarily via electronic methods.

Who communicates to ministry team leaders/members, and what do they communicate?
- <u>Directors and core leaders</u> - instruction, vision, ministry and church information
- <u>Pastors</u> - Sunday sermons, special ministry events like Gatekeepers Advance

Ministry directors & deacons ▽

Directors serve both the congregation and ministry teams by bringing vision, direction, and wisdom to different areas of ministry. They receive information directly from the pastoral team and communicate that vision to their core leaders and ministry teams for implementation. While they are not always directly involved in executing the tasks and vision received, they are responsible for communicating information in a manner that is clear, timely, and actionable.

Deacons also serve at the direction of the pastoral team and are responsible for caring for the congregation's relational needs. Their primary responsibility is to interact with members of the congregation and care for their needs. They will also need a general knowledge of the ministry functions and events that DUCC offers. Both directors and deacons will have a wide range of personalities and demographics, but their main characteristics include mature faith, fruitful ministry, wisdom, and deep connections with people.

Who communicates to directors and deacons, and what do they communicate?
- <u>Pastoral team</u> - vision, instruction, direction, new initiatives
- <u>Other directors and ministry team leaders</u> - details about ministry and church operations

- <u>Members, guests, community leaders</u> - general care needs (e.g., marriages, illness, death, financial struggles, emotional distress, etc.), service/outreach opportunities

Community ▽

DUCC seeks to be a resource to the community and other churches in the area and in the Every Nation family. To that end, we partner with like-minded organizations (non-profit organizations, schools, and churches in the local and international communities) to see revival, restoration, and reconciliation.

Who communicates to the community, and what do they communicate?
- <u>Pastors</u> - meetings, event updates, outreach opportunities
- <u>Ministry team leaders and members</u> - outreach opportunities, occupation, recreation, vocation

▶▶▶ ORGANIZATIONAL STRUCTURE ◀◀◀

The Leadership Ladder ▽

DUCC uses the leadership ladder as the organizational method to lead and operate the church. It is a scalable tool that promotes small group leadership for large numbers of people. Within the leadership ladder structure, each tier of leadership is responsible for leading and discipling 5-8 others.

There are five levels in our leadership ladder under the lead pastor.

Associate Pastor	The Associate Pastor is responsible for creating team culture and envisioning systems in which the team can operate. Associate Pastors are seasoned leaders in the team's area of focus that cast vision and provide direction for the future. They report to the Lead Pastor and oversee directors in the following areas: ● Administration and Operations ● Life Ministry ● Children/Youth ● Outreach/Missions ● Discipleship ● Next Gen/Campus Ministry
Director	The Director is responsible for innovating ministry and designs new methods, ideas and approaches to meet the team's challenges and opportunities. Directors focus on evaluation and execution, ensuring there is a mindset of continuous improvement in the pursuit of excellence. They report to associate pastors and lead core leaders.
Core Leader	The Core Leader is responsible for development and imparts knowledge and best practices to Team Leads. Core Leaders focus on mentoring and consulting with Team Leads, ensuring they are supported and well-equipped to handle complex personal interactions.
Team Leader	The Team Leader is responsible for leading others, managing people, and communicating effectively to complete tasks. Team Leads operate with

	multi-directional management, and are able to communicate information from Core Leaders to their teams. Additionally, Team Leads bring Team Member concerns, issues and progress up to Core Leaders when appropriate.
Team Member	The Team Member is responsible for leading self and chooses to join a team with a servant's heart. Team Members focus on managing their time to best meet the needs and requirements of the team.

Administration & Operations - Pastor AJ Mosley

Pastor AJ Mosley
Senior Associate Pastor

FINANCE	WORSHIP ARTS	BUILDING MANAGEMENT
Gilpatrick Hornsby	Angel Mosley	Nate Parrott
Capital Fundraising Barbara Robbins	**Revive** Angel Mosley	**Security** Isaiah Dottin-Carter
Data Arlette N.	**Prayer/Prophecy** Lynette Ellis	**Maintenance** Brad Alexander
Sales/Marketing [Vacant]	**FLOW** Avis Foster	**Cleaning** Jumar Peterson
Administrative Ashley Stovall	**AV/Production** Nate Parrott	

Life Ministry - Pastor Rob Buchanan

Pastor Rob Buchanan

Associate Pastor

FIRST IMPRESSIONS	COMMUNICATIONS	LIFE MINISTRY
LaLeta McCrea	DaNae Peterson	Bill & Tina Johnson

FIRST IMPRESSIONS	COMMUNICATIONS	LIFE MINISTRY
Welcome	**Digital/Publication/Decor**	**Bereavement**
Ruth Lynch	Avenlea Howard	Val Ghant
Hospitality		**Benevolence**
Jenn Dottin-Carter		Lacey Fernbaugh
Jessica Williams		
Connection		**Marriage**
Cynthia Mosley		Jenn & Isaiah Dottin-Carter
Brittany Dioszeghy		DaNae & Jumar Peterson
Parking		**Hospital Visits**
Matthew Sayre		Barbara Robbins

Children & Youth, Outreach & Missions - Pastor Gianne Harper

Pastor Gianne Harper

Associate Pastor

DUCKs
Cami Galloway & Yosi Khalil

Infants/Toddlers
Carolyn Payne

PreK
Joanna Showalter

CKC
McKenna Kendrick

Curriculum
[Vacant]

IRONFUSED
Gabriel Driver

PreTeens
DeVantae Dews

OUTREACH/MISSIONS
Destiny Kreider

Community
[Vacant]

International
[Vacant]

Discipleship - Pastor Roystin McDonald

Pastor Roystin McDonald

Associate Pastor

MEMBERSHIP	COMMUNITY GROUPS	CHRISTIAN EDUCATION	CHURCH PLANTING & LEADERSHIP INSTITUTE
Jumar Peterson	Aaron Gordon	[Vacant]	Roy Boyd

IronDresses

Tabatha Parrott

IronFused

Ethan Fernbaugh

49ers

Val Ghant

DUGs

Allison Stefancin

Next Gen/Campus Ministry - [Vacant]

[Vacant]
Associate Pastor

CAMPUS MINISTRY
Gabriel Kreider
Rob Ricciuti
Roneka Spady
Carlin Kreider
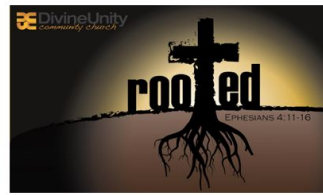
▶▶ METHODS & MODES OF COMMUNICATION ◀◀

First and foremost, we believe that **personal relationship** is the best and most effective way to reach others with the truth of Jesus: lives impacted by the gospel will make an impact for the gospel. While written, visual, and electronic communication is encouraged and widely used, we never forget the value and necessity for those one-on-one meetings with each other.

With both broad and specific audiences, there are several methods of communication that we use to share our message.

Pulpit announcements ▽

One of the primary methods for communicating information to the congregation is via Sunday morning announcements. Not every event can be announced from the pulpit, and some of the factors that are taken into consideration for Sunday announcements are below.

- **Audience**. Events that are open to the church at large, like Bible studies, Christian education programs, and network conferences, will be announced from the pulpit. This also includes some events that are for specific ages and genders, like DUCCamp, Youth Group events, Men and Women's ministry events.
- **Mission**. Events or ministries that align with DUCC's mission and vision, or that are an extension of our Every Nation network, like the annual Prophetic Gathering or the AVA Care Baby bottle drive.

- **Timing**. When the audience and mission criteria are met, it is a matter of finding time in the service to make the announcement. Sometimes, events fit the audience and mission criteria, but there is not enough time in the service to announce them.

How do I submit an announcement request?
Ministry teams can submit announcements requests to the Communications Team through the Announcement Request Form. The form must be submitted at least 4 weeks prior to the event date to allow time for the graphic to be created. Additionally, all event details must be documented in the request, including location, childcare instructions, entrance fees, and food provisions..
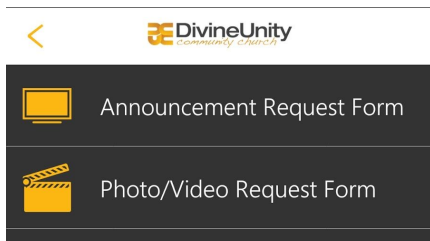
1. Open the **DUCC App**.
2. Go to the **Staff Login** page.
3. Select the **Announcement Request Form**.
4. Complete the required fields and **Submit**.

Why do announcements need to be submitted through this form?
The Communications Team is dedicated to creating visual messages and delivering meaningful content that is consistent with the mission and vision of the church and its leadership. Submitting all requests through the form ensures that our messages and graphics are consistent, clear, and creative.

** If you have a gift and passion for creative expression through graphic design, photography, or videography, join our Communications Team! Contact communications@ducchurch.org for more information. **

Who is responsible for approving the announcement requests?
The Communications Team is under the leadership of the associate pastors, and they have been trusted to provide content and visuals on behalf of the church. They

will work with the requesters to make sure that the message and graphics meet the needs of both the requester and the church leadership.

What are scrolling announcements?
Announcements will typically be played on the lobby screens a couple of weeks in addition to being announced from the pulpit. These slides run continuously before and between services with event announcements and general reminders

Email ▽

Email is the initial point of contact for most guests and gatekeepers at the church. It is the more formal method of communication, and is typically used for informational summaries, confirmation messages, and logistical updates. For example, when visitors submit the first time visitor form, they receive a welcome email and are added to our email database for news and updates.

Email is also used for communication between teams and individuals, others in the Every Nation Network (particularly guest pastors and other churches), and also with community partners.

Who do I contact about getting a ducchurch.org email address?
DUCC email addresses are specifically for pastors, staff, directors, and administrators for the church. If you do not serve in one of these capacities and still want your ministry team to have an email account, we encourage you to create a gmail account and use DUCC in the username, along with the appropriate ministry focus.

Planning Center ▽

Planning Center is the primary tool for coordinating Sunday services. It houses our gatekeeper database, our list of ministry teams, service templates, and song lyrics. After gatekeepers join a team for Sunday service, they are added to that team in Planning Center. Team members will receive email notifications about requests to serve on specific dates. After they are scheduled, they can see the order of service (OOS) for the Sundays when they serve.

In addition to Sunday service logistics, Planning Center also includes processes that allow visitors to move through the membership process. There are also different workflows in Planning Center that are customized for different ministry team requirements.

What is an order of service (OOS)?
The order of service (OOS) outlines how each service, from Sunday mornings to Friday Engines, will run. It includes specific times for worship, introductions, transitions, and sermons. It also assigns teams and team members for each service and its different components.

How do I access Planning Center?
You must be added to Planning Center by an administrator. After you are added, you'll receive an email invitation to set up an account and profile information. You can access Planning Center from your desktop computer and also as an app on your smartphone.

Use the app to accept or decline assignments for Sunday service, view the order of service, or update your personal contact information.
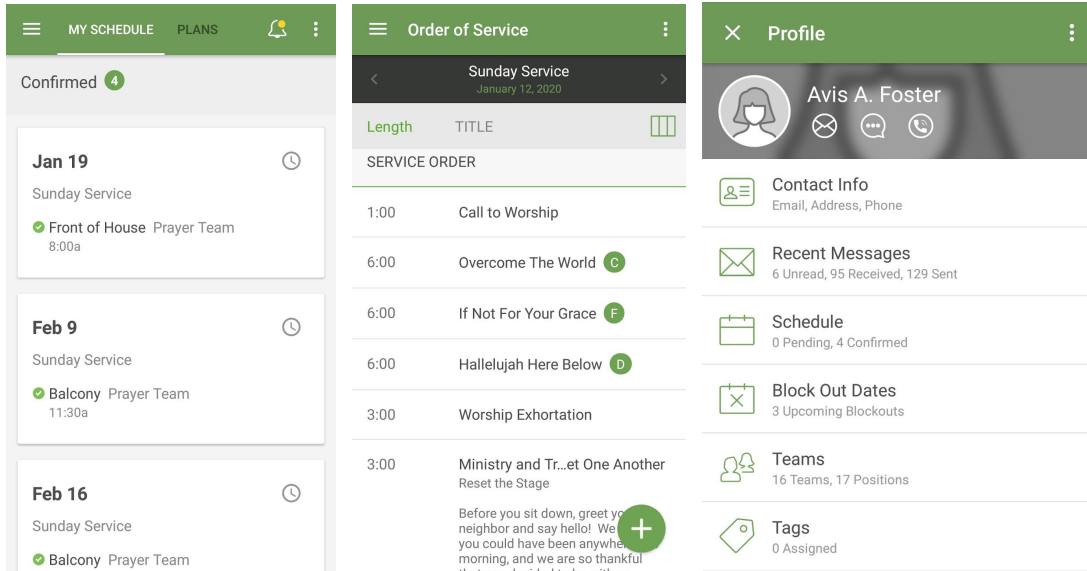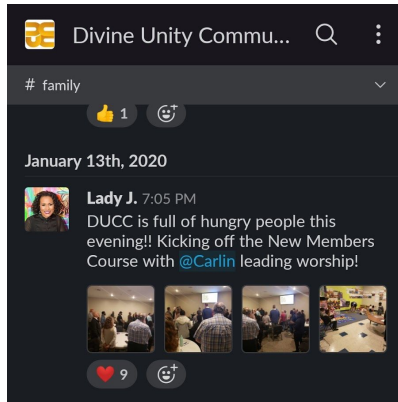
Slack ▽

Slack is a churchwide messaging and communication application that can be used from your desktop or from your smartphone. It provides a quick, informal way to send and receive information. It has both general and specific audiences that can be customized for each ministry team.

How do I access Slack on my smartphone?
Your ministry team leader will send you an email invite to join Slack. Once you've created an account, you can download the app from your app store, find the Divine Unity Community Church group, and join the appropriate channels.

What channels do I need to join?
The **#family** channel is for general updates and messages. Typical examples of general slack messages include:

- Reminders about shuttle service
- Requests for volunteers for events
- Updates about members (i.e. births, birthdays, etc.)
- Words of encouragement
- Community notices (jobs, houses, etc.)

Specific ministries may use Slack to coordinate practices and meetings, give team updates, share devotionals and encouragement, and more. Talk to your ministry team leader for more information about how to join a specific ministry channel.

You can also use Slack to send direct messages to specific or groups of people.

Facebook/Social Media ▽

Facebook, YouTube, and other social media outlets are used to communicate information to both internal and external audiences. We use these outlets to supplement announcements made from the pulpit and these options can also be used in place of the pulpit announcements. We also use social media for special initiatives, like Testimony Tuesdays.

Where can I find DUCC on social media?
- Facebook - https://www.facebook.com/ducchurch/
- Youtube - https://www.youtube.com/channel/UC1P8KVncT5eFQc0YBk_xuCw
- Instagram - https://www.instagram.com/ducchurch/
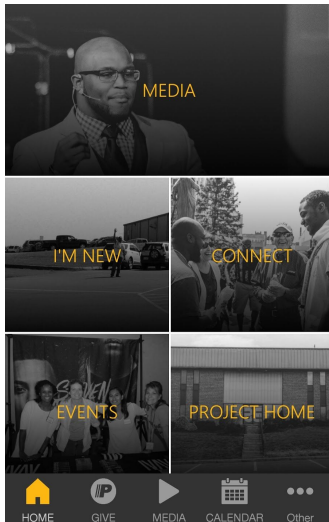
DUCC App ▽

The DUCC App is used as the primary portal for all of DUCC's resources and announcements. It houses links to sermon media files, event forms and registrations, a calendar of events, resources, and general information.

** Download the app from your phone's app store to stay updated on everything going on at DUCC! **

Google ▽

DUCC uses a google based email with the Every Nation network, and we utilize the G-suite tools for meetings, presentations, and document storage. All pastors, staff, and directors have a a ducchurch.org email address, and can utilize shared drives, folders, and documents for collaborative efforts.

Can I still access documents and resources if I don't have a gmail account?
Yes, but your access and capabilities may be limited.

Who do I contact about getting a ducchurch.org email address?
DUCC email addresses are specifically for pastors, staff, directors, and administrators for the church. If you do not serve in one of these capacities and still want your ministry team to have an email account, we encourage you to create a gmail account and use DUCC in the username, along with the appropriate ministry focus.

Print ▽

Depending on the event, print resources may be used in addition to digital graphics. These are usually handed out before service starts or are available in the seatbacks.

We work with the following businesses for print orders:
- Garrison Press - printit@garrisonpress.com
- Campbell Print Center - printing@campbellcopy.com
- Staples - https://www.staples.com/services/printing/

Additional Communication Tools ▽

There are many other forms of communication available, and some of the ones that are commonly used at DUCC are listed below:
- Voxer
- GroupMe
- WhatsApp

▶▶▶ FORMS ◀◀◀

There are several forms and templates used for daily operations at DUCC. All of these forms are also available on the DUCC app. Certain forms have limited access, and you will need to contact your ministry team leader for access to these forms.

Building Request ▽

Use this form to reserve space for ministry meetings, practices, sessions, or outside events. ***Note:** There is a building use fee for non-ministry events. See the DUCC Standard Operating Procedures for additional details about external building requests.

/forms/d/e/1FAIpQLSdnc2UYutAheqA8qmNYNmBIlQQHv7SgTAaHV2jWxLnaPZ9eBQ/viewform?usp=sf_link

Hospitality Request (limited access) ▽

Use this form to request catering for your meeting or event. Be sure to submit this request at least 3 weeks before your event.

https://forms.gle/DtPvWPP1FY2S59FBA

Announcement/Graphics Request ▽

Use this form to request graphics for your ministry event. The graphics will be displayed in the scrolling announcements, social media, the website, and may also be used to supplement announcements from the pulpit. All event details (location, childcare instructions, entrance fees, and food provisions) must be included in the request.

https://docs.google.com/forms/d/e/1FAIpQLSeIoGVgYRuCEc1MPBGY8_4nVwIfMVI9BbPeW4iPnnX5cQq4gA/viewform

Photo/Videography Request ▽

Use this form to request videos or photography for special events, like baptisms, baby dedications, or anniversary celebrations.

https://docs.google.com/forms/d/e/1FAIpQLScTEu564sFpF06zKH5cuO-kgvJYkdr90ju9yJ3CbiFMB-seZg/viewform

Childcare Request ▽

Use this form to request childcare workers for your meeting or event. ***Note:** The rate for childcare workers is $10/hr. Please make sure that your event budget includes the cost of childcare before submitting a request.

https://forms.gle/uXdnXy3LmLPm41Ra7

Reimbursement Request (limited access) ▽

Use this form if you need reimbursement for a church expense made on a personal card. ***Note:** This form should only be used if a church card was not available or not working during a church purchase. Do not submit this form if you have made a personal purchase that is outside of your ministry budget.

event-26086-574c.pushpayevents.com

Calendars ▽

Ministry leaders submit a yearly calendar of events every October. Events are added to the church calendar based on these submissions, the building request confirmation, and announcement requests. This calendar is maintained by the Communications Team, and is visible on the DUCC App and on the website.

▶▶▶ **FAQ** ◀◀◀

Who do I talk to if I have questions about how to do something at DUCC?
Use the leadership ladder to see who is responsible for the area where you have a question. If you don't see a name or area on the ladder, send your question to info@ducchurch.org.

Who updates information in Planning Center?
The Planning Center database and workflows are maintained by the First Impressions Team and ministry leaders. Individual ministry leaders maintain their teams' scheduling rosters.

Who updates the OOS?
The OOS is maintained by the communications team, the AV/Production core leader, and the administration team.

Where can I find the DUCC logo?
Contact the DUCOMM Team at communications@ducchurch.org for a digital copy of the logo.

Are there any restrictions for how I use the DUCC logo?
The logo is a symbol of our church's leaders and our corporate beliefs, and should only be used for ministry sponsored and church approved purposes. If you have questions about using the logo, please contact the DUCOMM team.

What fonts should I use for graphics with the DUCC logo?
We stick with the following fonts, but if you have more questions about fonts, colors, and typeface, contact the DUCOMM Team at communications@ducchurch.org.
- Times New Roman
- Century Gothic
- Helvetica
- Dakota Handwriting
- Garamond

- Montserrat (Google)
- Lora (Google)

What if I don't submit my request before the deadline?
If you are not able to submit a request by the deadline, send a personal message to the leader handling that request. While we do not recommend missing deadlines, we understand that sometimes things sneak up on us.

I want to plan a ministry event at DUCC. Where do I start?
Contact the appropriate person on your leadership ladder for next steps to plan your event. At minimum, you will need to think about the audience, budgeted funds, building space, food, advertising, and how the event ties into the overall mission and vision of DUCC.

▶▶▶ Terminology ◀◀◀

- **Gatekeepers** - The men and women who serve on different ministry teams at DUCC.
- **Leadership Ladder** - DUCC's organizational structure for operating and ministering on a scalable level.
- **House Habits** - The five characteristics that are at the core of DUCC culture.
  - We choose you
  - There is no meeting if there is no eating
  - Attitude of Gratitude
  - Pattern of Reverence
  - Participation is better than observation
- **DUCC Edu** - Our Christian education program that focuses on different aspects of the Christian walk, providing bible-based teaching and community fellowship.
- **Divine Unity Groups (DUGs)** - Small groups designed to promote meaningful relationships with others in the church and surrounding communities.
- **Divine Unity Community Kids (DUCKs)** - The children's and youth ministry.
- **DUCOMM** - The DUCC Communications team.