

Playbook

Communications



Welcome to the Communications Team!

We are so excited you've chosen to be part of our family.



Team Leaders

Iviani Figueroa

Mika Martinez



IF YOU'RE TOO BIG TO SERVE
THEN YOU ARE TOO SMALL TO LEAD

Dear Friend,

Welcome to the VOUS Church Family!

We are honored that you have expressed interest in being a part of the team. We truly believe that when we push aside our personal preferences to serve the local church the world can be forever changed by the love of Jesus. We are called to serve like Jesus did and it is an honor to be a part of the story He is telling throughout history. We make no apologies for being over the top thrilled to pour out our very lives to share the message of Hope found in Him.

We love the way Romans 12 states it:

“So here’s what I want you to do, God helping you: Take your everyday, ordinary life—your sleeping, eating, going-to-work, and walking-around life—and place it before God as an offering. Embracing what God does for you is the best thing you can do for him. Don’t become so well-adjusted to your culture that you fit into it without even thinking. Instead, fix your attention on God. You’ll be changed from the inside out. Readily recognize what he wants from you, and quickly respond to it. Unlike the culture around you, always dragging you down to its level of immaturity, God brings the best out of you, develops well-formed maturity in you.”

We believe as we fix our eyes on Jesus even the most ordinary tasks become worship to our God! He takes our daily lives and flows His love through all we do! This manual has been created to help you with any questions you might have and to instruct you in some of our procedures and responsibilities. Don’t hesitate to reach out if you have any questions. We want you to know that we are thankful for you - welcome to the family!

The best is YET to come!



Rich & Dawnchere Wilkerson

Lead Pastors, VOUS Church



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VOUS Mission

To bring people that are far from God close to Him.

VOUS Values

Jesus: Is Our Message

The purpose of VOUS Church is to share the hope of Jesus. Jesus is our message. We are Jesus people, not religious people. Methods will come and go, yet our message will remain the same.

People: Are Our Heart

Our heart is for ALL people. All people are loved by Jesus. We make no apologies for being specifically focused on reaching those far away from God. We desire to bring the broken home at all costs. We believe that our light is best seen in the night.

Generosity: Is Our Privilege

Generosity is about giving more than what is required. We see generosity as a privilege. We're generous with our time, talents and treasure. We go first in our giving. God has given richly towards us, it's our honor to give back to Him.

Excellence: Is Our Spirit

We are going to always do the best with what we have. We're on time, engaged and prepared. We don't do things halfway. If we're gonna do it, it's to the best of our ability.

Servant Leadership: Is Our Identity

If you're too big to serve then you are too small to lead. We believe the greatest leadership is service to others. Every leader is a servant first. From the parking lot to the pulpit, everyone serves. Every role is different but they are all important. If you ain't helping, you ain't helping!

Honor: Is Our Calling

We are vocal with our honor, meaning we are not stingy with our words. We submit to leadership and are thankful for spiritual authority. We choose joyfully to submit to those God has placed over us. We honor and care for those God has placed under us.

Passion: Is Our Pursuit

Everything we do, we do it with passion. From our worship to our service we do it with Holy Spirit Energy. Passion drives us. Passion for Jesus. Passion for people. Passion for His church.



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VOUS HOUSEKEEPING

Opportunity, Responsibility, Accountability

Luke 12:48 MSG

"From everyone who has been given much, much will be demanded; and from the one who has been entrusted with much, much more will be asked."

Great gifts mean great responsibilities; Greater gifts, mean greater responsibilities!

At VOUS, we are committed to knowing what we are doing, but also being aware of what we're not doing. Both are crucial!

We have ONE vision at VOUS - To bring people that are far from God, close to God. Division begins when there are two different visions happening. We don't want to do a bunch of good ideas, we want to do a few God ideas.

Here is what we focus on as Servant Leaders of VOUS Church:

We Think Like A Leader

- Leaders are always thinking about involving people
- The tasks we are responsible for are not just about the work. They are a way to involve and minister to people
- We are called to maximize what is around us and what is given to us

We Build Team

- We are a Servant Leader lead organization
- We should always be at a point where we need more people
- People's investment heightens with their involvement

We Understand Our Culture

- We're committed to and promote our ministry model
- VOUS Church is not "pick up" sports. We are a real team with real plays.
- There are 2 forms of ministry at VOUS Church - TEAMS and CREWS.



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- Some things we need to know about Teams
 1. We don't start teams without approval
 2. We don't do a Team meeting without approval. It's not about control, we're just trying to run the plays that have been designed.
 3. Changing language always needs approval
- Some things we need to know about Crews
 1. People can't start a crew without approval
 2. People can't do whatever they want in their Crew
 3. Crews and their leaders need to be connected to the church

Communicate, Enforce and Represent our Position

- If we want people to flourish, we have to focus on these things
- We have a choice - we can choose to withdraw from or deposit to



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ROLES AND RESPONSIBILITIES

COMMUNICATIONS TEAM LEADS:

- Oversees and produces editorial calendar for communications
- Develops strategy for email marketing and communications
- Identifies topics per email
- Innovates email strategy
- Reviews analytics
- Assigns writer/editor and photo curator on Basecamp
- Handles layout and dissemination (schedule/send on mailchimp) – trains writers to do so, as well
- Work with design and photo team to help with curation process and as needed
- Ensures equity in schedule rotation of team members
- Educates writers on VOUS voice and tone
- Quality assurance and testing of emails on mailchimp
- Other communications duties as needed

COMMUNICATIONS TEAM CO-LEADS:

- Manages editorial calendar & strategy – uploads plan into Basecamp
- Sets up full emails from selecting topics, creating to-dos and overseeing all assets and content are complete
- Handles layout and dissemination (schedule/send on mailchimp)
- Quality assurance and testing of emails on mailchimp
- Copy edits and educates team writers on VOUS voice and tone
- Works with design and photo team to help with photo curation process as needed
- Meets deadlines without reminders
- Works with excellence
- Brings creativity to each piece of content
- Uses previous content to inspire new communications
- Other communications duties as needed

COMMUNICATIONS TEAM WRITERS:

- Copy write and edit for various communication channels and audiences
- Researches messaging and templates for creative content and best email practices



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- Understands Basecamp
- Creates fun subject lines
- Meets deadlines without reminders
- Works with excellence
- Other related duties as needed

ALL TEAM:

- Memorize and become familiar with VOUS Culture Guide

LEARN TO SWOT

Each team makes a SWOT analysis after every event or gathering. This allows for healthy dialogue and quick feedback. Your SWOT can be simple bullet points or some can provide further detail if a point needs explanation.

S - Strengths

W - Weaknesses

O - Opportunities

T - Threats



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GUIDELINES

VERBIAGE:

- **Season vs. SZN**

- "Season" will be used when written out in e-mails. "SZN" will be used in text messages/social media, etc.

- **Wins**

- This word does not need quotes around it

- **Names of classes/ministries**

- We will italicize names of classes (ex. *Free to Grow*)

- **CCB Invite E-mail Guidelines**

- Every CCB Invite e-mail should begin with: Hi \$\$first_name\$\$
- Every CCB Invite e-mail should end with:

- **RSVP**

- Please RSVP below with a Yes, No, or Maybe to let us know if you will be coming. Feel free to give more info in the Add A Comment box.!

Location Listings

JDD

3100 NW 5th Ave

10AM / 11AM / 12:15PM / 1PM / 6PM

- **Time**

- PM not p.m. & AM not a.m.
- #APStyle tip: It's cancel, canceled, canceling, cancellation.

- **All Church Email Header Dimensions**

- 1300x700

- **When referring to a specific Sunday location**

- (JDD or iTech) the proper language is location and not campus.

VOUS Culture Guide should lead our tone and language at all times, if you don't have one or would like to see it digitally, please look under "documents" on Basecamp.



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