

# Strategic Messaging Resource Kit

The Episcopal Church in Southeast Florida is providing resources to help our congregations improve church attendance and participation with the younger Generation X, Millennial, and Generation Z communities.



# How to Use the Resource Kit

The Episcopal Church in Southeast Florida has identified six opportunities to reach the Church's engagement goals. These opportunities are defined through a strategy and message.

## What to Do? + What to Say?

### STRATEGY

What to do to potentially attract more people to your parish

**1**

**STRATEGY**

**Create streamlined processes for potential, new, and returning members of the Church.**

**TACTICS**

Include a section on the website that lays out what new members "should do" when they get to church and what they can expect from the service.

Capture visitors' contact information and send a handwritten or digital note of appreciation.

### TACTICS

Some ways you could try to achieve the strategy

### MESSAGE

What to say to excite and inform people about your church and its opportunities/offerings

**1**

**MESSAGE**

**You'll feel confident and comfortable as a new or returning member of our Church.**

HEADLINES AND PHRASES	STATEMENTS	Q&A
<p><b>Our vibe?</b> Open, caring, inspirational. Vibe with us.</p> <p><b>Join us at church.</b> We saved you a seat.</p> <p><b>Welcome To Your Refuge</b></p> <p><b>Come as you are, come when you can. We're glad you made it.</b></p> <p><b>Come on in—you belong to this ministry.</b></p> <p><b>We are a ministry of openness and ease, and we can't wait to meet you.</b></p> <p><b>New, returning, regular—we are here for you in every step of your life journey.</b></p>	<p><b>Let us introduce ourselves:</b> [Your Church Name] is the space to connect with a community inspired by the unconditional love of Jesus Christ.</p> <p>[Your Church Name] welcomes new and returning members. Joining and rejoining our congregation is easy—here's what you need to know. [insert a clear step]</p> <p><b>What to expect as a member of [Your Church Name]:</b></p> <p>Warmth, kindness, and wide open welcome no matter where you are on your faith journey.</p> <p>Multiple opportunities to join us for a service throughout the week—follow this link for parish schedules.</p> <p>A space for you and your whole family to experience a community that shares your values and your goals.</p> <p>Time to connect with your purpose—or to simply refresh your spirit for the week ahead.</p> <p><b>We're here to make practicing your faith easy, yet transformational—visit us, give us a call, or email us if you have questions about attending church.</b> [insert information for specific parish]</p>	<p><b>Q:</b> <b>I haven't been to church in awhile. What's the process to rejoin the Church?</b></p> <p><b>A:</b> Welcome back! We want you to feel confident and comfortable when entering our doors. [insert any instructions or important information that returning parishioners should know]</p> <p><b>Q:</b> <b>I'm new to the Church and would like to attend a service! What will happen when I visit for the first time?</b></p> <p><b>A:</b> We are happy you're here! First, you'll be welcomed by open hearts and open minds. [insert any instructions or important information that new parishioners should know]</p>

### HEADLINES, PHRASES, STATEMENTS, AND MORE

More text and ideas for your website, social media, emails, banners, flyers, speeches, etc.

## STRATEGY

**Create streamlined processes for potential, new, and returning members of the Church.**

## TACTICS

**Include a section on the website that lays out what new members “should do” when they get to church and what they can expect from the service.**

**Capture visitors’ contact information and send a handwritten or digital note of appreciation.**

## MESSAGE

# You'll feel confident and comfortable as a new or returning member of our Church.

## HEADLINES AND PHRASES

**Our vibe?**  
Open, caring, inspirational.  
Vibe with us.

**Join us at church.**  
We saved you a seat.

**Welcome to Your Refuge**

**Come as you are,  
come when you can.**  
We're glad you made it.

**Come on in—you belong  
to this community.**

**We are a community of  
openness and ease, and  
we can't wait to meet you.**

**New, returning, regular—we  
are here for you in every  
step of your life journey.**

## STATEMENTS

**Let us introduce ourselves:**  
[Your Church Name] is the space to connect with a community inspired by the unconditional love of Jesus Christ.

[Your Church Name] welcomes new and returning members. Joining and rejoining our congregation is easy—here's what you need to know.  
[insert a clear step]  
[insert a clear step]

**What to expect as a member of  
[Your Church Name]:**

Warmth, kindness, and wide-open welcome no matter where you are on your faith journey.

Multiple opportunities to join us for a service throughout the week—follow this link to our service schedules.

A space for you and your whole family to experience a community that shares your values and your goals.

Time to connect with your purpose—or to simply refresh your spirit for the week ahead.

**We're here to make practicing your faith easy, yet transformational—visit us, give us a call, or email us if you have questions about attending church.** [insert contact information for specific parish]

## Q&amp;A

**Q:**  
**I haven't been to church in awhile. What's the process to rejoin the Church?**

**A:**  
Welcome back! We want you to feel confident and comfortable when entering our doors. [insert any instructions or important information that returning parishioners should know]

**Q:**  
**I'm new to the Church and would like to attend a service! What will happen when I visit for the first time?**

**A:**  
We are happy you're here! First, you'll be welcomed by open hearts and open minds. [insert any instructions or important information that new parishioners should know]

**STRATEGY**

**Foster a welcoming, engaging environment for the LGBTQIA+ community.**

**TACTICS**

**Include LGBTQIA+ flags and indicate support on both digital platforms and in physical spaces.**

**Offer opportunities for the LGBTQIA+ community to gather in and outside of church, such as community service, creative workshops, and Bible studies.**

## MESSAGE

# This is a safe and affirming place for you. Your identity is important and celebrated.

## HEADLINES AND PHRASES

**Jesus Christ loves all people. Period.**

**Love is love, inside and outside of our Church.**

**Find your chosen family here.**

**God loves who you are. We love who you are. See you at church?**

**You belong where you feel free. Welcome to [Your Church Name].**

**We welcome your identity. We welcome your self-expression. We welcome you.**

**We LOVE a rainbow moment! Bring your full self to our Church.**

**God affirms and celebrates your full self—and so do we.**

## STATEMENTS

[Your Church Name] is an inclusive community that affirms and celebrates congregants of all identities and backgrounds.

At [Your Church Name], you'll find and connect with your chosen family. We are an inclusive community of diverse backgrounds and identities, unified by our love for Jesus Christ and his teachings.

[Your Church Name] doesn't just accept who you are—we love who you are, and so does God.

## Q&amp;A

**Q:**  
**Does the church welcome the LGBTQIA+ community?**

**A:**  
Yes. This is a safe and affirming place for all.

## STRATEGY

**Focus on the holistic wellness potential of church.**

## TACTICS

**Drop a brief, weekly inspirational message or prayer on social media platforms for parishioners to reflect on and connect to, perhaps inspired by that week's sermon.**

**Offer events outside of church services that provide emotional and mental support, such as mindfulness classes, support groups, prayer groups, community service gatherings, running groups, and creative workshops.**

## MESSAGE

# Seek solace and lower stress as part of our faith community.

## HEADLINES AND PHRASES

**Prayer is self-care.  
Come practice it at [Your Church Name].**

**Church: It's giving self-care.  
It's giving God's love.**

**Welcome to your  
weekly refresh.**

**Let go of the week behind.  
Let God renew the week ahead.**

## CHURCH & CHILL

## THAT SUNDAY SERVICE GLOW UP

**Breathe. Pray. Connect.  
We've got you.**

**The power of prayer—iykyk.**

## STATEMENTS

Joining us for a service at [Your Church Name] can have a transformational impact on your well-being. Spending time each week praying alongside a loving community as you strengthen your connection with Jesus Christ will lift your heart and bring peace to your mind.

The Church is a space of growth and gratitude, and your wellness will be elevated at our services.

We are a faith community fortified by the strength and security of Jesus Christ and his teachings. His words and presence are a balm for everyday stresses and struggles. Come experience his solace.

## INSPIRATIONAL MESSAGE OR PRAYER EXAMPLES

*These could be themed by a day of the week (e.g., Sacred Sundays/Monday Musings on His Words/Tuesday Teaching/Be Well Wednesdays, etc.) and dropped weekly to the community via social media or email.*

### This week's Sacred Sunday

***I pray my week is full of wonder and grace as I embrace the love of Jesus Christ.***

[Your Church Name] invites you to say this prayer as you move into a new week, comforted by the knowledge your community is praying it alongside you. We hope you find delight in your days and peace in your heart this week!

### This week's Monday Musings on His Words

***Come to me, all you who are weary and are carrying heavy burdens, and I will give you rest. —Matthew 11:28***

If you have "The Mondays" today, take a deep breath, read this Scripture, and lean on Jesus Christ. We invite you to reach out to a friend and send them some Monday encouragement.

### This week's Tuesday Teaching

***Do not judge, so that you may not be judged. For the judgment you give will be the judgment you get, and the measure you give will be the measure you get. —Matthew 7:1-2***

Like much of Jesus' teachings, this powerful Scripture is timeless. Question your judgments of others—is it really about them? Or is there something in you that you're judging? Be gentle with yourself and seek guidance from Jesus Christ as you explore this teaching.

**STRATEGY**

**Talk about the potential creative inspiration, playfulness, and aspiration that can happen as a member of the Episcopal Church in Southeast Florida.**

**TACTICS**

**Emphasize music as part of services.**

**Invite artists to share how church services/Jesus' teachings inspire them.**

**Offer creative classes inspired by Scripture.**

**Feature parishioner work in the visual and performing arts in physical and digital spaces.**

## MESSAGE

# What can God inspire in you? Let him fill your heart, spark your creativity, and open you to new ideas.

## HEADLINES AND PHRASES

**Spirit led. Spirit fed.**

**Your purpose: God knows it.  
Jesus Christ loves it. Explore  
it more at church.**

**His Words. Big Inspiration.**

**You have a divine purpose.  
Find it and explore it at  
church.**

**What can God inspire in  
you? Find out at [Your  
Church Name].**

**Believe in the power of God,  
believe in yourself.**

**Find your creative  
community at [Your Church  
Name].**

## STATEMENTS

At [Your Church Name], open minds and open hearts allow for big inspiration from Jesus Christ and his teachings.

The music, teachings, and connections inspire our congregants to explore their divine purposes and share them with the world.

[Your Church Name] is a congregation of inspired souls who join together each week, feel the spark of God's divine love, and carry it into their creative endeavors.

## CREATIVITY PROMPTS ALIGNED WITH GOD'S LOVE

*These could be used to engage congregants on social media or in other external communications.*

What did this week's homily inspire in you? Craft a poem or personal prayer based on what you learned at church this week.

Pick a piece of Scripture that you find uplifting. Draw or paint a picture inspired by the Scripture.

What is your favorite hymn? Listen to it at some point today. What colors came through for you as you listened? What shapes and imagery? Scents? Write down notes, including what you feel Jesus Christ is inspiring in you through this song.

## STRATEGY

**Appeal to those who are passionate about acts of service, social justice, and advocacy.**

## TACTICS

**Organize and host events that serve the internal and external communities in a variety of ways, such as service projects, marches, and fundraising efforts.**

**Show support of marginalized groups and their values through words, acts of solidarity, and prayer groups.**

## MESSAGE

# God is an advocate. His teachings give us the strength and resiliency to serve our communities and support one another.

## HEADLINES AND PHRASES

**Backed by God, we take action to care for our communities.**

**Your service is strengthened by Jesus Christ. Let him guide you.**

**Ready to make a difference? We do that here. Join us.**

**Seek solace, take action—all at [Your Church Name].**

**God is an advocate. Promote justice alongside him.**

**FAITH = ACTION  
FAITH = SERVICE  
FAITH = SOCIAL JUSTICE  
FOR ALL**

**Serving our communities is God's love IRL.**

## STATEMENTS

[Your Church Name] is FR in advocating for each other. We care for and serve our communities.

We hope, despite the times. Join us in our hope at [Your Church Name].

At [Your Church Name], we don't sit idly by. We put words to action and serve our communities, motivated by Jesus Christ and his teachings.

[Your Church Name] understands that faith is about more than the individual—it's about serving each other and creating a more just and loving future.

To truly practice faith, we must serve one another, believe in one another, and work together. Join us in this faith practice at [Your Church Name].

## Q&amp;A

**Q:**  
**Are there community service opportunities at [Your Church Name]?**

**A:**  
Yes! [Your Church Name] is devoted to serving the community. There are opportunities big and small to offer your time and energy in service. Please contact [insert info] to learn more. We are happy to have you.

**Q:**  
**Is [Your Church Name] dedicated to exploring and attending to social justice issues?**

**A:**  
Yes. We strive for justice among all people. You'll find our congregation at rallies, protests, and events, advocating for peace, repair, and reconciliation.

## STRATEGY

**Express the value, interconnectedness, and beauty of the Episcopal Church in Southeast Florida community.**

## TACTICS

**Offer a wide variety of events that foster meaningful relationships, such as mentorship programs, babysitting nights, potlucks, intergenerational events, and community service.**

**Create easy ways for parishioners to connect before or after a church service, such as breakfasts, pre-service prayer, church clean-up, etc.**

**Send a weekly or monthly newsletter listing upcoming events and spotlighting parishioners.**

## MESSAGE

# You need people and people need you. Find, connect, and grow with brothers and sisters who share your beliefs and values.

## HEADLINES AND PHRASES

Now more than ever,  
we need each other.  
Come to church.

You need people  
and people need you.  
Come connect at  
[Your Church Name].

The real world requires  
real relationships.  
Find them here.

Meet your support  
system at [Your Church  
Name].

Come to church.  
Meet your besties.

“It takes a village.”  
Let us be your village.

Bring your kids to church  
and find the support you  
crave and deserve.

Adulting is hard.  
Find connection and  
care at our Church—  
every Sunday.

## STATEMENTS

Four promises from your  
church bestie:

I won't judge you.

I will be there for you in good  
times and tough times.

We will bond over God's love.

We will hold each other lovingly  
accountable in Jesus' teachings.

At [Your Church Name], you'll  
find a community of brothers  
and sisters who share your  
beliefs and values. Each week,  
you'll connect with like-minded  
friends and find common  
ground in the teachings of  
Jesus Christ.

Jesus Christ knows how to host  
a gathering. Rejuvenate with  
him and fellow parishioners  
each week at [Your Church  
Name].

There is no full life without  
relationships. Find caring  
relationships and camaraderie  
at our Church, sustained by the  
love of God. We can't wait to get  
to know you.

## Q&amp;A

**Q:**  
I hesitate to bring my whole family  
to church because I don't want  
my younger children to disrupt  
the service. Is there a separate  
children's service or childcare?

**A:**  
Yes! Children ages [insert ages] can  
join our [youth leaders] in [insert  
room] for age-appropriate activities  
that engage them joyfully in the  
teachings of Jesus Christ. We would  
love your whole family to come to  
church, and we want to make the  
service as enriching as possible for  
everyone.

## SPOTLIGHT EXAMPLES

*Spotlights could be utilized on social media  
or in regular newsletters in order to connect  
more members of the Church community.*

## MEET CAROLINE

Caroline has been a member of [Your  
Church Name] for 6 months. Her favorite  
part of going to church is closing her eyes  
and feeling into the hymns with her whole  
heart. She is an avid knitter and would love  
to meet a new knitting buddy! Find her at 10  
a.m. service on Sunday mornings.

## WELCOME KIA

Kia recently started attending services at  
[insert parish]. She is passionate about caring  
for those facing poverty and has started a  
monthly meeting group to make plans and  
take action against poverty. Contact her for  
more information: [insert contact info]

## Questions?

Please contact Shani Maxwell,  
the Director of Communications,  
at [shani@diosef.org](mailto:shani@diosef.org).