

## Communications Methods – Audit and Evaluation

Item	Resources Invested	notes	Effectiveness (60 possible)	Transition Team observations, recommendations
Email	Staff	About 180 members 30 others	54	Best for people who have email accounts
US mail	Staff, Supplies	.49 each	40	
Sun. bulletin	Staff, Supplies	About 155 printed; About 40 trashed	50	Can inserts be reduced?
Monthly News	Staff, supplies	Bulk rate	46	Could be available on web or email
Webpage	Hosting fees	Volunteer webmaster	26	Ministry leaders have not updated; some content is outdated; current master could mentor future master
Facebook		Volunteer administrator	32	Visitors can only reply; not much “traffic”
Phone calls	Staff		33	
Announcements in church			47	
Posters on easels, boards			17	
Projection on screens		Volunteers could be used for content	33	Announcements could be projected on screens in both services
Prayer chain	staff	Volunteers	50	Many benefits
Elders letters to zone	Staff, postage	Irregular	21	
Directional sign on Watt	Maintenance, Replacement		16	
Marquis sign near street	Maintenance, replacement		27	
Word of mouth			34	

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Banners near street			45	Could be used more often; has impact on neighbors and community