Church Communications
Strategy Training Course

Content Map Worksheet
How to Align Your Messages

Concordia Technology Solutions

Sample Message Map

To plan a Message Map, start with your Mission Statement, then list any church emphases, including your goals, and finally identify ways that your church is pursuing these goals. Provide 2–4 talking points for each message. Then choose the appropriate type of content for each persona at each stage of your Journey Map and plot those items on your Content Map.

Central Message

Mission Statement

Church Goals

| We receive the Means of Grace through regular worship. | Increase participation in Bible Studies to 35% of the congregation. | Grow average weekly Sunday School attendance to 50 kids. |

Message 1

| Sunday Morning Worship | All Congregation Bible Study | Rally Day |

Talking Points

| 1. Services at 8:00 a.m. and 10:30 a.m. | 1. Bible study for the entire congregation | 1. Kick-off for the Sunday School year |
| 2. Communion is offered every other week. | 2. No specific demographics but encouraged for all members | 2. Games, prizes, food to encourage future attendance |

Message 2

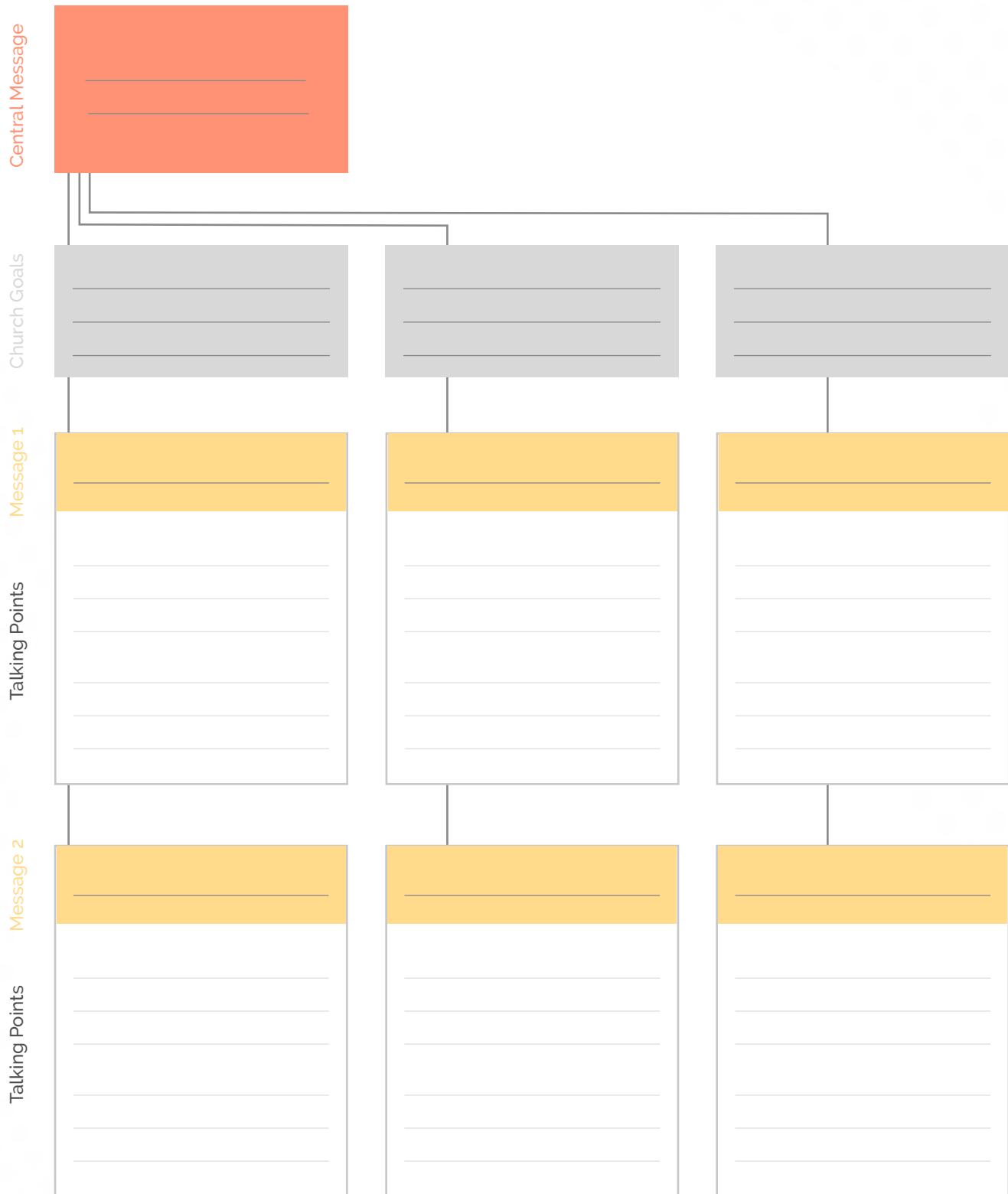| Midweek Worship | Small Group Bible Studies | Every Week Sunday School |

Talking Points

| 1. Service times are designed for those who work weekends. | 1. Each group is designed for a specific demographic: men, women, youth, etc. | 1. Split into age groups to provide specialized lessons |
| 2. Meals are offered before services twice a month. | 2. Bible Studies are geared toward a gender, age, or role. | 2. Begins with general opening for all attendees |

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Your Message Map

Central Message

Church Goals

Message 1

Talking Points

Message 2

Talking Points

Sample Content Map

	Millennial Melody	**Fortyish Fred**	**Older-Adult Alice**
Persona			
Prospect	Email thanking her for coming to the event and inviting her to attend worship	Email thanking him for coming to the event and inviting him to attend worship	Phone call thanking her for coming to the event and inviting her to attend worship
Visitor	Text message inviting her to come to Bible study the next Sunday	Email about introductory level Bible study with information about free childcare	In-person thank-you gift and invitation to attend the next week's Bible study
Potential Member	Blog post about the Body of Christ and how all members have a unique role	Blog post about the multigenerational ministry opportunities for families	Flyer about the benefits of being a member and information about classes
Pre-Member	Website with all the steps and expectations for becoming a member	Videos of new member classes that he can watch at his convenience	Printed worksheets for every part of the new member class
New Member	Follow-up phone call from her elder welcoming her as a new member	Follow-up welcome call from his elder reminding him of midweek worship	Follow-up welcome call from her elder reminding of transportation assistance
Engaged Member	Text with a personal invitation to join a Small Group Bible study	Email invitation to a lecture-based Bible study with childcare provided	Phone call invitation to a discussion-based Bible study

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Your Content Map

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