



church communications coaching

// a beta group launching february 2012 with tim schraeder

In the dizzying and chaotic world of church communications, knowing where to begin or where to focus can be a challenging process. Sometimes you need someone to help you figure out a starting point and clearly define an end goal. Other times you may need a second set of eyes, an outside voice, a sounding board, or a quick conversation with someone who understands you.

By design, Church Communications Coaching will provide a six-month personal growth opportunity for church communications professionals. Whether you're new to doing church communications or have been doing church communications for a while now, there will be something for everyone.

This may be the right fit for you if...

- ...you're new to this whole church communications thing and aren't sure where to start.
- ...you've been doing communications for a while and feel like it's time for a refresh.
- ... you serve in another area of ministry but have been tasked to help your church move forward in how it's interacting and engaging with people using the web and social media.
- ...multiple ministries are asking for more information to be placed in the bulletin that you have space to accommodate and aren't sure what should go and what should stay.
- ...you have a ton of ideas on ways to help improve your church communications but haven't been able to sell them to senior leadership.
- ... your budget is smaller than the size of your big ideas.
- ... you see the potential in social media but aren't sure how to start using it at your church.
- ... you wish you had someone on staff that understood you and could give you solid feedback on projects you're working on.
- ... routine drives you crazy and you are looking for a new way to change the way you work.
- ... you're wearing multiple hats and burning your candle at both ends and are nearing your personal breaking point.
- ... you want to be challenged, inspired, and learn from other people who are "in the trenches" as well as from some leading thinkers in the church communications space.
- ...you prefer focused, personalized coaching instead of receiving overwhelming amounts of content at conferences, through blogs, or social media.

Sound like you? Sounds like something you could use? Keep reading!

The Format...

The Church Communications Coaching Group will consist of 12 individuals and last for approximately six months, from February 2012-July 2012. It's designed for people who are willing to commit their time to learning, growing, and sharing.

The Church Communications Coaching Group will be entirely virtual, thanks to the wonders of technology. Individual coaching times and group sessions will all take place using GoogleHangout, Skype, FaceTime, or any other similar internet video technology platforms that we can find.

Over the six month period, you will have 12 one-on-one coaching sessions along with 6 group sessions. And, throughout the six months and beyond, you'll have access to an online community space for you to discuss and share ideas, post projects and get feedback, and connect with other group participants.

What's Included...

Monthly Focus – Each month we'll focus on specific areas of church communications [basics, web, design, writing, project management, leadership, etc] and help one another process our unique challenges, opportunities, and ways to grow.

Weekly Challenge - Each week you'll get a weekly email/video challenge from me in your Inbox to help you think through our monthly focus as well as offering practical advice and encouragement.

Personal Attention – Every other week each participant have a one-on-one check in via telephone, FaceTime, Google Hangout, or Skype [you pick what works for you], where you can fill me in on projects you're working on, share challenges you're facing and get direct coaching and feedback.

Shared Learning – We'll all be in this together. All participants will be part of a private online community space where you'll be able to interact with others, share ideas, post your projects, give feedback and more!

Monthly Hangouts – We'll have monthly video sessions where we'll pull together for some face time to cover some various topics and hear from different guest speakers to help challenge our thinking and approach to church communications.

Optional Hang Time – This coaching group will be entirely virtual, however, I will be available to come and hang with you and your team at your church for a day-long session during the six months. You will be responsible for covering travel costs.

Free Stuff!! - I love to share, so throughout our time together you'll get some freebies as well as exclusive access to helpful content and resources.

And much more!

What You'll Give...

Time – You'll commit to a bi-weekly phone/FaceTime/Skype call that can last from 30 minutes to an hour where we'll talk, share, pray, and discuss your projects, challenges, and opportunities. This time is what will make the Coaching Group most beneficial to you as an individual. As well, you'll commit to a monthly video conference that will last for about an hour. Dates will be set once the Group is running and we're able to find dates/times that work best for everyone.

Commitment to Learning – We will read a variety of books and articles during our six month session. You'll commit to doing your homework in advance of our conversations.

Commitment to Growth – We'll set individual goals and action steps that we'll discuss in our bi-weekly check-in phone/FaceTime/Skype calls. I'll be holding you accountable to your goals and encourage you to do all you can to grow and reach them.

Commitment to Sharing – What will make the Church Communications Coaching Group most beneficial for everyone is your willingness to share what you are learning. We'll have a private online community where we'll be able to interact, share ideas and challenges, give feedback on one another's projects, and more. You'll be expected to contribute as much as possible, both by sharing your experience and by giving your insight and feedback to others.

Cost

The cost for six months of focused, one-on-one coaching, shared learning, and resources is FREE*.

Having served on church staff teams in the past, I know that financial constraints can be a barrier to being a part of learning experiences that can help you grow. And, I don't want the cost to hinder anyone from being involved.

All participants are asked to make a monthly donation of the amount they choose as payment for their participation in the Church Communications Coaching Group. If you feel that you've learned, been challenged, and have benefited from your involvement, then please give accordingly.

**A minimum donation of \$100/month is suggested, but optional.*

What Next?

Apply online by January 18, 2012. You'll hear back from me no later than January 25, 2012. All applications will be considered but only 12 will be chosen to participate.

Apply at <http://bit.ly/CommCoaching>.

About Tim Schraeder

Tim Schraeder is passionately committed to helping churches effectively communicate the timeless message of the Gospel in a way that's relevant to our ever-changing culture. He's served churches as a communications director for over a decade, most recently serving on staff at [Park Community Church](#). Today, he serves the Church as a part of the team [Church Solutions Group](#) and as the co-director of the [Center for Church Communication](#). He's the creator and general editor of [Outspoken: Conversations on Church Communication](#), a field guide for church communication leaders. Tim lives in downtown Chicago where he can be found in any neighborhood coffees hop that has free wifi.

- Tim has over ten years' experience in two diverse church environments: a denominationally-based church in a town of 120,000 and a nondenominational mutli-site church in a city of nearly 3 million.
- Work experience at Park Community Church was during one of their largest seasons of growth, from 800 to over 2,500 in less than three years.
- One of 25 finalists selected to interview for Seth Godin's Alternative MBA Program in 2008.
- Author of TimSchraeder.com, a church communications blog, with over 150,000 unique visitors in the last year, and named one of the Top 200 Church Blogs by ChurchRelevance.com.
- Frequent speaker at national conferences including ECHO Church Media Conference, Story, Cultivate, MinistryCOM, National Religious Broadcasters Convention, and Exponential.
- Consulted with various ministries and organizations including: Water Missions International, Oak Hills Church, 12 Cities 12 Conversations, Monvee, the Evangelical Covenant Church, and the Willow Creek Association.
- Blogger for national conferences including the Willow Creek Global Leadership Summit and Catalyst.