



# Traders Point Christian Church **Communication Guide**

Values, Styles, Best Practices, and Tips

2016



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### **Why does communication matter?**

If you use words, you communicate for Traders Point. Anytime we send an email, post a tweet, hang signage, or interact with a volunteer, we represent TPCC. And we're not just representing TPCC—many people make judgments about Christianity based on how we communicate. Therefore, it's worth our time and effort to do so with excellence.

### **Good communication removes roadblocks.**

Whether we're helping people get excited about an event, telling a story of what God is doing through the people, or interacting with those who are attending Traders Point for the first time, communication helps us reach people. These values, best practices, and guidelines are here to help us remove any unnecessary obstacles that would get in the way of those taking their next step with Christ.

## RESOURCES

### **Erica Thomas, communications director**

Church-wide or large initiatives  
When projects get stuck  
Overall church communications questions

### **Allie Bryant, visual director**

Graphics  
Signage (permanent)  
Photography  
Print or digital ministry support

### **Brian Bosma, interactive director**

Website  
Social media  
Online forms and registration  
Church app  
Digital communications (emails, text)

### **Anne Wilson, content director**

Communication plans  
Temporary signage  
Curriculum  
Content assistance for emails over 100-writing, editing, or proofreading support  
Stories of life change in your ministry

# How do I get a comm plan?

The communications team is here to serve you and your ministry.

We want to help you effectively communicate the gospel in everything you do. This guide gives you the behind-the-scenes look at the process that makes your idea come to life.



## 1. Idea

You've got an idea. Awesome. You need help communicating the great idea and reaching your target audience. The communications team can partner with you in bringing your idea or event to life.



## 2. Request

Fill out a request for project support at [tpcc.formstack.com/forms/rfps](https://tpcc.formstack.com/forms/rfps) at least three months prior to your event promotion. This helps us keep track of requests and log them into our project management tool, Redbooth. This is pending approval of your event from executive team.



## 3. Plan

The first step to effectively communicate any idea is to develop a plan. After you request project support, the communication team will schedule a communications plan meeting to discuss your ministry goals, desired deliverables, and collaborate about effective ways to reach your audience.



## 4. Quote

Once we develop a communication plan, we will work with you to determine the scope of the project and provide an estimate of costs, hours, and timeline for you and your supervisor to approve.



## 5. Strategy and/or Follow-up

For approved projects, we will send out a communication plan to everyone involved. For projects that require more time and have more layers, we will often define set check-in meetings throughout the course of the project to make sure we're getting to the heart of what you want to achieve.



## 6. Creative

Drawing on our collective creative minds, we figure out as a team the best way to achieve your strategic goals and communicate your message effectively. We explore all options as we dream and then start to construct.



## 7. Production

Having a plan in place, we edit and proofread any content you have or write the content ourselves based on your notes and instruction. After content is finalized, it goes straight to design. In each process of production, you will have one to two rounds of revisions to provide feedback, making sure we get the best product possible.



## 8. Distribution

Sweet. Your project is finished and ready for distribution.

CLEAN

WARM

CLASSIC

HUMBLE

## At Traders Point, we strive to be clean, classic, warm, and humble in everything we communicate.

### Clean:

We keep the guest experience in mind. The more information presented, the less information people absorb. So we strive to keep our communication simple and intentional.

We keep it as brief as possible. In a world of content overload, we strive to be intentional with what we communicate and say it in as few words as possible. Clear is better than clever.

### Classic:

We keep up with the times. We are constantly researching and learning about technology trends and brainstorming ways to be ahead of the trend, while also staying true to who we are.

We believe technology is a tool we can use to invite more people to know Christ, and we use it in intentional ways.

We avoid cheesy. We like to do things that have yet to be done, and to avoid clichés and/or cheesy phrases.

When in doubt, we error on the side of masculinity. Masculinity is more neutral than femininity, and when the target audience is mixed in gender, we strive to appeal to all.

### Warm:

We don't sell; we invite people to join what God is doing at Traders Point. We strive to inform, inspire, and share experiences. Our communication is hospitable, casual, and approachable as opposed to formal and stuffy.

We promote inclusiveness by avoiding an "us vs. them" feel in our writing.

We are family-friendly and G-rated in the words and images we use.

We pay attention to our audience in everything we do. Before we create a piece, we ask, "Who are we communicating with and what do we want them to know?"

### Humble:

We value stories of life change and tell them to remind people why we do what we do.

We appreciate our volunteers and staff members and want to hold them in high regard in our communications.

We are humble and grateful, and it shows in what we write and the way we present our church.

## WRITING: DOS AND DON'TS

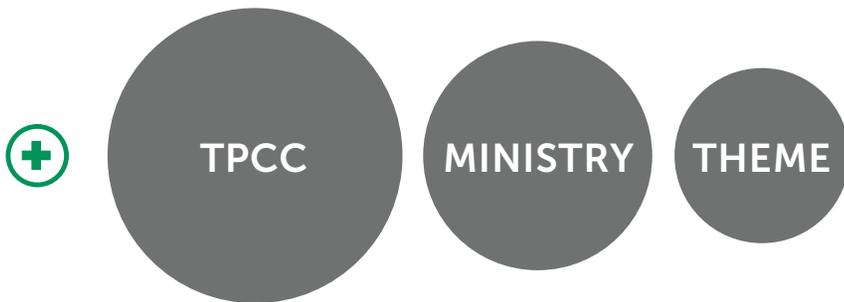
### Writing approach

Our writing approach is clean, classic, warm, and humble. We never want to leave people guessing what we're trying to say. Clever has its place, but if it gets in the way of clarity, rethink it. Your words are in service to others, not the main attraction.

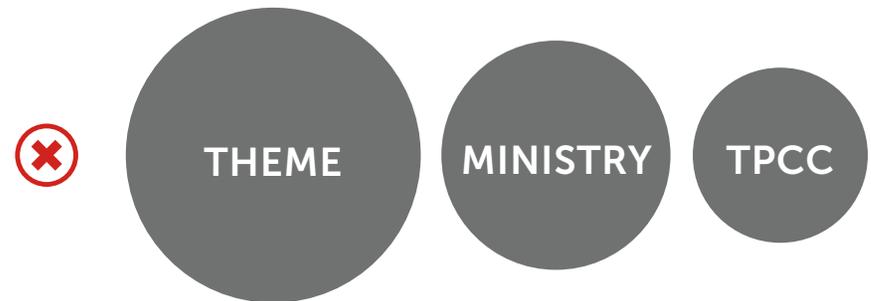
- ⊕ Have a goal. For every piece of communication, before you do anything else, determine your goal. Do whatever you need to do to gain clarity about the desired outcome and keep it in front of you during the entire creation process.
- ⊖ Don't dance around it.
- ⊕ Whom we are talking to determines how we approach our communication. What is their experience with us? Put yourself in their shoes and communicate based on their perspective.
- ⊖ Don't ignore your audience.
- ⊕ Where is your content going to live? What else is being talked about there? Does what you're communicating conflict with that? Does it duplicate that? Is it out of place there?
- ⊖ Don't disregard context.
- ⊕ Choose brevity. Keep it short and simple.
- ⊖ Avoid loading people down with too much at once.
- ⊕ Lead with the most important thing. Try not to hide key information behind several sentences or paragraphs. Keep the most important, foundational information near the top.
- ⊖ Don't let your message get sidetracked.
- ⊕ When writing content, always remember that it's always someone's first experience with Traders Point. Write with the perspective of a newcomer in mind.
- ⊖ Avoid internal jargon.

## COMMUNICATION HIERARCHY

When communicating with an external audience, use TPCC first if at all possible, so it's recognizable to an outsider.



When we build themes into identities, it can dilute the relationship between ministry extensions and TPCC, particularly for an external audience.



 Use active voice when possible; it's stronger than passive voice. In active voice, the subject takes the action. Example: "Thousands attended the event," rather than, "The event was attended by thousands." Or: "Traders Point partners with multiple organizations," instead of, "Community organizations are being partnered with by Traders Point."

 To recap: don't be passive. (Captain Obvious over here, right?)

 Avoid overused words. Tired phrases and words that are used too often fail to communicate anything at all since we start tuning them out.

 Don't cling to adverbs and adjectives.

 Cut, cut, cut. Avoid redundancy and wordiness. Once you write a piece, see how much you can eliminate without losing meaning.

 Don't sacrifice clarity for word count.

 Facts are our friends. Make sure that you always double-check your facts, figures, and stories. Be sure to immediately note the source before you forget.

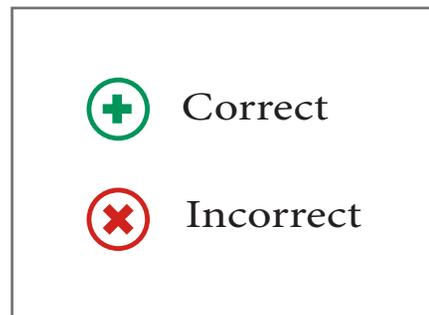
 Don't forget the facts.

 Always ask for a second pair of eyes. Have a qualified proofreader look over your content. If there are typos or misspelled words, it can immediately undermine a beautifully crafted piece.

 Don't go at it alone. Have two to three others proofread your work.

 Add an evaluation step. Once the piece goes out, it's important to look back and ask whether it met its intended goal. What can we learn for future pieces?

 Don't forget the final step.



Words are tricky and the English language is hardly simple. When expert opinions don't agree about usage, it's a style issue. There's not always a right or wrong answer, as long as we're consistent. Please refer to the guidelines below in communication for Traders Point. These guidelines are based on a combination of sources, with the majority coming from *The Associated Press Stylebook* and other aspects taken from Strunk and White's *The Elements of Style* and Zondervan's *The Christian Writer's Manual of Style*.

# 2-MINUTE SAMPLE OF THE TRADERS POINT **DICTIONARY**

Do we really have a TPCC dictionary? You bet we do! Check the appendix for a complete list of all of our Traders Point verbiage. Below is a quick snapshot of things included in our dictionary:

### Ages

- Always use numerals. (The girl is 5 years old.)
- Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (The boy is 5 years old. The ministry is for 3-year-olds. The woman is in her 30s.)

### Capitalization

- Avoid using all caps. It's the written equivalent of yelling. Would you yell the word you're capitalizing?
- Do not capitalize random words, only proper nouns. Capitalize nouns that require the unique identification for a specific person, place, or thing.
- Lowercase the season (spring, summer, winter, fall) unless it's a part of a proper noun (Spring Break).

### Capitalize:

Bible (because it's a proper noun)  
Scripture (because it's a proper noun)  
He, Him, His, You, Your when referring to God and Jesus (Please note: Bible Gateway never uses caps, so if you use that as a resource, make adjustments as necessary.)  
the Almighty  
Comforter  
the Good Shepherd  
the Word  
Holy Spirit

### Lowercase:

biblical (because it's an adjective)  
scriptural  
gospel  
church  
kingdom  
godly  
heaven  
elder  
pastor  
crucifixion  
resurrection

## Traders Point Ministries and Specifics Proper Spelling and Capitalization for Ministries:

Adult Sports  
 Catalyst  
 Celebrate Recovery  
 Divorce Care  
 Domestic Violence  
 Early Childhood  
 Elementary  
 Fifty-Six (56)  
 Fitness  
 GriefShare  
 Home Communion Ministry  
 Heart to Heart (miscarriage and infant loss)  
 Humble and Hungry  
 Kairos Prison Ministry  
 Kids Ministry  
 Landscape Ministry  
 Live 1:17 (orphan care)  
 Membership  
 Men's Life Groups  
 Military Ministry  
 Mixed Life Groups  
 Multisite  
 Northern Light Christian Counseling  
 Pastoral Care  
 UCanSurvive (cancer and illness)  
 Special Needs Ministry  
 Sports Ministry  
 Traders Point Christian Academy  
 TPCA or Academy after first mention  
 Women's Life Groups  
 Youth Sports

## Proper Spelling and Capitalization for Rooms:

Check In  
 Lobby  
 Lobby Conference Room  
 Nursery/Toddler Hallway  
 The Block  
 The Circle Room  
 The Cloud Room  
 The Coffee Shop  
 The Criss-cross Room  
 The Diamond Room  
 The Gym  
 The Lightning Room  
 The Oasis  
 The Oval Room  
 The Park  
 The Point  
 The South Conference Room  
 The Square Room  
 The Star Room  
 The Sun Room  
 The Triangle Room  
 The Worship Center  
 The Worship Center Conference Room

### Dates

- Correct: Tuesday, April 28
- Use the day number only. (Do: 28. Don't: 28th.)
- Include the day of the week where possible so people don't have to look it up.
- Drop the year unless needed.
- Do not abbreviate days or months.

 Do: Wednesday

 Don't: Wed.

### Formatting

- Use bold or italics to emphasize words. Underlining is only appropriate for hyperlinks.
- Bullets: Use consistent bullets and indentation spacing throughout your document. Be consistent within each list about whether or not there is punctuation at the end of bullet items.

### Grades

- Unless it's the first word in a sentence, the "g" in grades should always be lowercased.
- When brevity is needed and the text stands alone, use a hyphen instead of "through." (Example: grades 7-12)
- When written in copy, use "through" instead of a dash.

 Do: Kids in grades 1 through 2 meet in room B234.

 Don't: Kids in 1st-2nd grade meet in room B234.

### Numbers

- Spell out numbers one through nine and use numerals for 10 and above, except when referring to ages. (Example: *Someday: Code Word for Never* is a three-week series. Each weekend, more than 200 different life groups will go over the life group sermon study in five different areas of our city.)

## Online Information, Social Media, Email Addresses,

### Websites and Links

- Internet: always capitalize.
- website = one word (not web site)
- web page = two words
- online = one word (not on-line)
- Links: Avoid using “click on” or “click here.” Make the subject the link.

 Do: Register for tickets here.

 Don't: Click here to register for Jud Wilhite.

### URLs

- Leave URLs lowercase.

 Do: tpcc.org

 Don't: TPCC.org

### Twitter

- Leave handles and usernames lowercase.

 Do: @ryanbchurch

 Don't: @RyanBChurch

## Email

- Email or email, not e-mail.
- Email addresses: always lowercase and never hyphenate.
- All email addresses should be italicized when used in print pieces.
- In web, type out email address rather than hyperlink.

 Do: Email us at *info@tpcc.org*.

 Don't: Say, “Email us” with a link to the email address.

# Quick snapshot of our style

## Apostrophes:

- + Do:  
FAQ, DVDs, Kids Ministry, 30s, men's  
life groups
- Don't:  
FAQ, DVD's, 30's, 1950's, etc.

## Commonly Used Words:

- + Do:  
child care (two words)  
Email or email: firstinitial.lastname@  
tpcc.org  
Multisite  
North campus  
Northwest campus  
website
- Don't:  
childcare  
e-mail: First.LastName@Tpcc.org  
web site  
multi-site  
Carmel location  
Main location

## Exclamation Marks:

- + Do:  
Join us this week! (One exclamation  
mark for every seven sentences is the  
general rule.)
- Don't:  
Sign up today!!!

## Capitalization:

- + Do:  
Bible and Scripture pronouns referring  
to God: He, Him, His
- Don't: all caps  
People will think you're YELLING.

## Dates:

- + Do:  
Tuesday, April 28
- Don't:  
Tuesday, April 28th  
February 23rd

## Hyphens:

- + Do:  
The well-meaning children.
- Don't:  
Do not hyphenate websites or email  
addresses, or when the adjective ends  
in "ly."

**Numbers, Ages, and Grades:**

 Do:  
 One, two, three  
 10, 12, 13  
 Six-week series  
 5-year-olds  
 grades 7 through 8  
 grades 7-8

 Don't:  
 1, 2, 3  
 Ten, twelve, thirteen  
 6-week series  
 Five year olds  
 Seventh grade  
 7th-8th grade

**Quotation Marks and Punctuation:**

 Do:  
 She said, "We're going to the party."

 Don't:  
 She said, "We're going to the party".

**Quoting Scripture:**

 Do:  
 "Whatever you do, work at it with all your heart, as working for the Lord, not for men."  
 (1 Corinthians 3:13, NIV)

 Don't:  
 "Whatever you do, work at it with all your heart." 1 Cor 3:13

**Series Commas:**

 Do:  
 This event will feature games, food, and prizes.

 Don't:  
 This event will feature games, food and prizes.

**Series Titles:**

 Do:  
*The Gospel of John: God Became Man*

 Don't:  
 The gospel of John: God became man

**Times:**

 Do:  
 4 to 6 p.m.  
 11 a.m. to noon  
 7 a.m. to 3:30 p.m.

 Don't:  
 4pm-6pm  
 11:00AM to 12:00PM  
 7:00am to 3:30pm

# TRADERS POINT GRAMMAR STYLE (& NIT-PICKY RULES)

## Apostrophes

Avoid using apostrophes in plurals (Do: FAQ, 30s, life groups)

## Colons

Use to clarify or expand what came before the colon. Only use them after statements that are complete sentences.

 Do: Paul wrote several books of the New Testament: Galatians, Ephesians, and Philippians to name a few.

## Commas

In lists of three or more items, use a comma before and/or. (Example: The event will feature game, food, and prizes.)

## Contractions

Contractions are great since we favor a casual writing style.

## Em Dash

When used within a sentence for a break in thought; do not use spaces.

 Do: When Jesus taught us to pray, He wants us to remember and acknowledge the fact that we are fully dependent on God—even for our next meal.

## Exclamation Marks

No double, triple, or more punctuation (!! or ?!). Exclamation points should only be used every seven sentences (at minimum). Avoid using them in several sentences in the same paragraph; they lose their impact.

## Hyphens

Hyphens should be used for hyphenated words, times, and phone numbers. Do not allow websites or email addresses to become hyphenated; keep the entire address on one line.

When two words are used together to modify another, hyphenate the words, unless the first word ends with the letters “ly”. (Example: Age-appropriate, culturally relevant teaching.)

## Prepositions

Ending sentences with a preposition is okay, unless it is an unnecessary preposition.

 Do: Where are they? Also correct: We have a lot to think about.  
 Don't: Where are they at?

## Quotations and Quotation Marks

Quotation marks: Use for words spoken by someone else, in reference to the word itself, or for words used ironically. Do not use quotation marks to soften the meaning of words or to indicate an unconventional usage.

 Do: The “short” meeting lasted from 1 to 6 p.m.  
 Don't: We want people to “own” their development.

Quotations within a quotation: If you are using double quotation marks for the “outside quote”, then use single quotation marks for the “inside quote”. (Example: John 1:25, “And they asked him, ‘Then why are you baptizing, if you are neither the Christ, nor Elijah, nor the Prophet?’”)

Punctuation in quotes: The period and the comma always go within the quotation marks. The dash, the semicolon, the question mark, and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

## Semicolons

Use semicolons to separate two main clauses that are closely related to each other but that could stand on their own as sentences.

## Sentence Fragments

Short and sweet answer: fix fragments.

 Do: Kids learn lessons about persevering when times are tough.  
 Don't: Lessons like persevering when times are rough.

## Spacing

Space once, not twice, between sentences. (This is a hill we're willing to die on.)

## Subject/Verb Agreement

Make sure your subjects and verbs agree. When prepositions are involved, look at the word at the beginning of the prepositional phrase.

## Common Slip-ups

- ⊕ Do: a lot
- ⊗ Don't: alot
  
- ⊕ Do: all of a sudden or suddenly
- ⊗ Don't: all of the sudden
  
- ⊕ Do: all right
- ⊗ Don't: alright
  
- ⊕ Do: cannot
- ⊗ Don't: can not
  
- ⊕ Do: irregardless
- ⊗ Don't: regardless
  
- ⊕ Do: would have
- ⊗ Don't: would've

And let's not forget those pesky words that sound a lot alike, but mean something else entirely.

A part = (noun) belonging to

Apart = (adverb) set aside, separate

Board = wood plank or a committee

Bored = the result of something uninteresting  
or dull

Compliment = when you give someone a compliment

Complement = work together well

Effect = noun, means result

Affect = verb (usually), to influence

Every day = daily

Everyday = common

It's = it is

Its = belonging to it

Led = past tense of to lead

Lead = present tense of to lead

Login = (adjective) login name

Log in = (verb) log in to the website

Peek = sneak peek

Peak = summit, top

Signup = (noun) signup form

Sign up = (verb) sign up for a class

Than = comparison

Then = reference to time

Their = belonging to them

They're = they are

There = a place

Your = belonging to you

You're = you are

## SHOW ME! SHOW ME!

Sure. Here are a few examples:

### Sample of a clear and well-formatted email

Hi all,

Curious about the plan for our staff lunch tomorrow?  
Here are the details about our schedule:

#### Staff Meeting

- Meet at 9 a.m. in room 200
- Will be a time of staff-led prayer

#### Staff Lunch

- Meet at 11 a.m. in The Point
- Eat at 11:15 a.m.

Looking forward to it,  
Anne

### Sample of a poorly formatted email

Hi all,

As we usually do for staff meetings and on our Tuesday schedule, we'll be doing a couple of things as a staff tomorrow. Hopefully you'll be able to join us for what we'll be doing as a staff. We'll be in The Point in the morning for both meetings. At our regular staff meeting we'll be praying for the needs in our staff and church family and we'll be meeting at 9 a.m. We'll be doing this every third-Tuesday during staff lunch also, when we'll be meeting at each meal served by the guest service team and then we'll be watching a lesson taught by one of the pastors on staff. The meeting time will be 11 a.m. and later we'll eat at 11:15 am.

Thanks,  
Anne

## Writing style and tone

Our writing tone runs alongside our graphic tone. We're clean, classic, warm, and humble. We don't get entrenched in verbal rabbit holes. Let the truth be your guide. Then write boldly and without apology.

### JOIN US AS WE CELEBRATE

Over the past 180 years of ministry at Traders Point Christian Church, God has been at work in powerful ways through our church. Each of us has a part in making this place what it is today.

Join us on Saturday, September 21 at Eagle Creek Park in Indianapolis as we celebrate all that God has done through Traders Point.  
*tpcc.org/180years*



- Headline speaks directly to the audience
- Prompts involvement from the reader, "Each of us has a part in making this place what it is today."
- Invites the audience to experience something different and new
- Compels with careful choice of words
- Offers a clear call to action

### 180 YEAR CELEBRATION!

Traders Point Christian Church in Whitestown is celebrating their 180th anniversary on September 21 at Eagle Creek Park in Indianapolis, Indiana. God has done so much through our church over the last 180 years.



- No need for exclamation points in a well-crafted headline
- No need to lead with "Traders Point Christian Church" or include its location
- No clarity on what the product delivers
- No reason for our audience to care
- No call to action

## Email signatures

Just as we desire other communication pieces to be clean, classic, warm, and humble, our email signatures should reflect our style as well.

Email signatures are an important representation of the unity of our staff and also reflect our culture. We keep it simple and have removed all images, primarily due to the changing trends of email being largely read on mobile devices and the unpredictability of how different email clients handle different images.

Here is the much simplified email signature we use at Traders Point Christian Church. This will be automatically populated into your email.

---

**Allie Bryant**  
Visual Director

---

Traders Point Christian Church  
317.769.5557 | *tpcc.org*

---

We've eliminated the logo (saves space too) and the opportunity for random fonts and sizes by offering this.

### A quick background

This guide is designed to define the Traders Point Christian Church brand expression and help you create communications that bring it to life. The consistent use of these guidelines will bring a unified messaging and identity system to all.

Consistent use of the logo is essential to maintaining our identity and gaining instant recognition across all marketing channels and media.



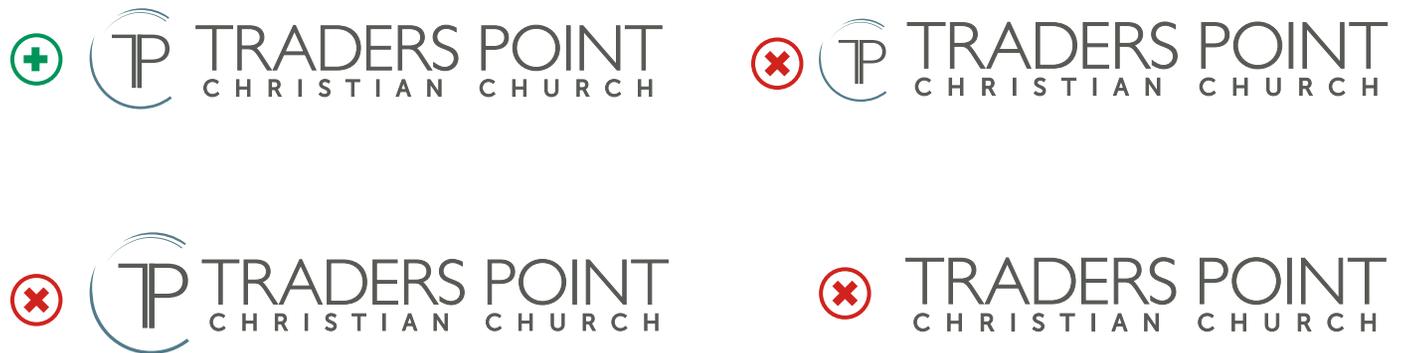
### Logo type

If using the logo type without the symbol, please use the options:



### Sizes and ratio

Based on the standard TPCC logo, the recommended sizes are shown here.



## Spacing

The primary logo presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by the cap height and width of the “T” within the logo.



## Color

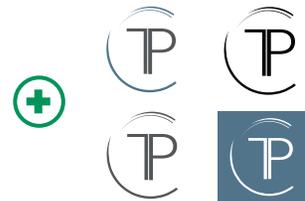
In black and white applications, only use the black and white version of the logo outlined on white, black or gray.

RGB: 83, 123, 139  
CMYK: 37, 0, 1, 54

#547B8B  
Pantone 5425U

RGB: 123, 123, 123  
CMYK: 52.6, 44.3, 49.3, 11

#7B7B74  
Pantone 423U



## Fonts

Our primary font is Museo Sans and our secondary font is Chaparral Pro. The secondary font can be used in letter forms when you have a larger amount of content that needs broken up.

**Primary: Museo Sans**  
100 | 300 | 500 | 700 | 900

**Secondary: Chaparral Pro**  
*Light Italic* | Regular | **Bold**

## Fonts for emails

We keep it simple with emails through Arena by using Arial as our font choice.

# What can I do myself?

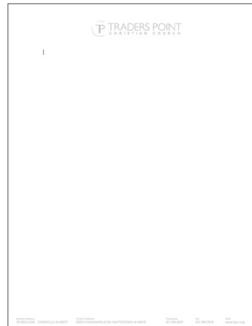
In the bucket under TPCC General, you will find all communication templates for signs, nametags, etc., as well as logos. Please feel free to use. Please keep in mind the branding guidelines on page 21 and 22 of this booklet.

## Signage

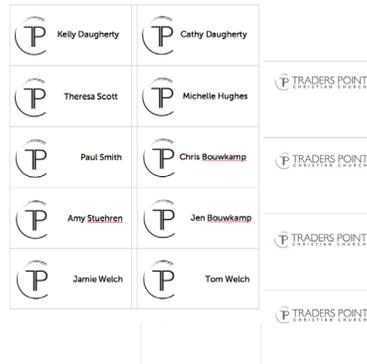
11x17 and 8.5x11  
Landscape and Portrait



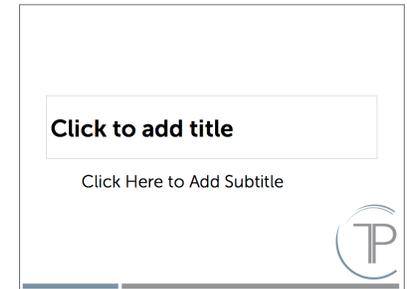
## Digital Letterhead



## Name Tags Color and Black/White



## Powerpoint template



## Some quick reminders



- + The communications team will help create graphics for you that line up with our brand.
- ✗ No clip art. Just don't do it.

## COME JOIN!

- + Keep it friendly and casual.
- ✗ Bold caps.

## Welcome

- + Museo Sans, Chaparral Pro, and Arial are our TPCC fonts, which help people recognize something comes from Traders Point.
- ✗ Not approved font

## PLEASE SIT ON MAIN LEVEL

- + While all caps can grab attention, they also look like you're yelling.
- ✗ No all caps.

Additional signage requests such as colored signs, banners, or exterior signage needs to be discussed in the communication plan or with the content specialist.



Even better than explaining our identity is experiencing it for yourself. In the next few pages, we hope these examples will inspire your work.

**Inserts**

5"x3"

Lists of needs or block of information. Spread throughout the church or handed directly to people.



**Invites**

4"x2.5"

Invite others to join you. More basic information, time, place, and contact information.



**Business card invites**

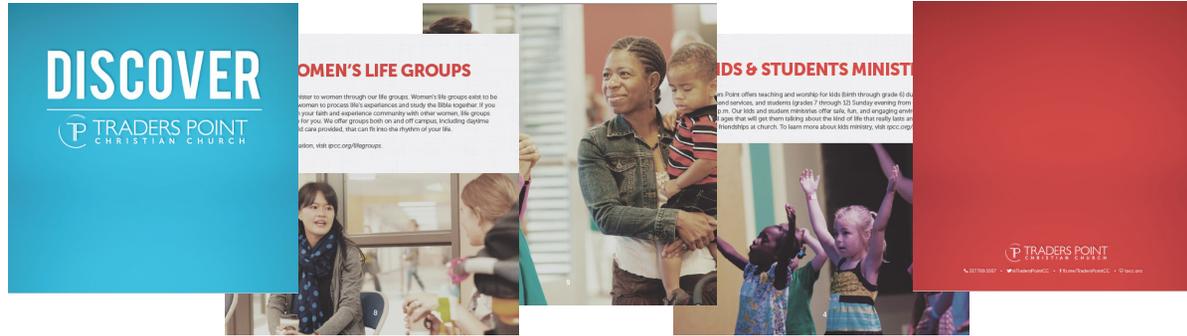
3"x2.5"

A reminder of ongoing events something to share with others.



Booklets

8 to 24 pages, staple bound to display multiple areas of our church.



Brochures



Ministry curriculum

Ministry curriculum puts content and visual arts to paper to enhance your ministry.

THE MISSION

**THE MISSION: WHAT IS IT?**

We want to be a church that multiplies people and churches.

**THE POPULATION OF INDIANAPOLIS: 1,800,000**

So what does it really look like to multiply disciples and churches around the world? Some might say, "We have too many churches; isn't there a church on every corner?" Well, not really. Consider this. Studies suggest that evangelicals account for closer to 10 percent of the American population than the 40 percent who claim to be "born again." The United States now ranks third—following China and India—in

INTRODUCTION

**05** THE MISSION: WHAT IS IT?

the number of people who are not professing Christians. In other words, the U.S. is becoming an ever increasing "un-reached people group." According to The Great Evangelical Assessment by John Dickenson, researchers have found that 70% of millennials (those born between 1982 and 2000) raised in church stop attending altogether by their 4th birthday. And given the death of evangelicals in the largest generation and the dispersion of evangelicals, growth among evangelicals is lagging further and further behind that of the American population.

Our own "Insider"—the city of Indianapolis—currently sits at around 1.8 million people. Of that, 1.5 million don't attend church of any kind. While about 42% of us with some sort of religious affiliation, only 17% are engaged in a growing, Bible-based church. That means there are nearly 4 million people who are disconnected, and more than that—just because someone is affiliated with a particular denomination doesn't mean that he or she is in a healthy, dynamic, growing relationship with Christ. Our mission field in Indianapolis is massive and people matter to God.

In the next few years, Traders Point will be on mission to increase the number of people in Indianapolis who know Jesus as His. That might not sound like a lot, but 1% would be 17,462 people. This doesn't mean that the church will be one building full of 17,000 individuals, but that in the year, 17,000 people will be impacted through hearing and knowing Jesus. Each individual number is a person, a person with a unique story, history, and sphere of influence that God will redeem and use for His greater purpose.

# INTERACTIVE MEDIA

Interactive media provides us with a direct connection with people in our church, in our city, and around the world. We see interactive media as a way to reach people with the gospel, as people use social media and other platforms to express their doubts and ask their questions.

Digital channels and media include worship service visuals and videos, web and digital properties, teaching resources, e-communications, website forms and pages, and social media platforms.

## Inspiration example

### Twitter



**John Staub** @johnstaubmusic 1d  
"Though sin is personal, it always has public effects." — @MattHessel  
@TradersPointCC #CamelotIsBurning

### Instagram



traderspointcc FOLLOWING  
99 likes 13w  
traderspointcc: We love this photo from @starsgbsboard of her family praying for people on the northside of Indianapolis as we prepare to launch Traders Point North: #tpccnorth #wearitpcc

## Facebook



**Traders Point Christian Church**  
Published by Brian Bosma [?] · November 9 at 9:00am ·

Check out the recap from this year's Our Starry Night prom! Thanks to all of our guests who made it an unforgettable night, we can't wait for next year. Follow @tpccspecialneeds on Instagram for the latest from TPCC's Special Needs Ministry.



56,066 people reached

Boost Post

20k Views

## Request example

### Twitter



As our #tpccnorth team makes final preparations for launch on January 3, continue to lift them up in your prayers



### Instagram



98 likes 1d  
traderspointcc: We are so thank-ful for everyone who volunteers and takes part in our Giving Tree Program each year. For more information on how you can serve go to [tpcc.org/givingtree](http://tpcc.org/givingtree)

Add a comment...

## Media and Communications Strategy

When posting anything to any media communications channel, we run it through these filters:

- We want to encourage, inspire, and equip in every post we create.
- Is this post's purpose inspiration or information? And if it's information, does it have a direct call to action?
- We look for a 3 to 1 ratio in our social media channels: for every one ask we make (join us for this event, volunteer this night, donate to this cause), we want to give three things. Inspiring images, sermon content

Digital channels and media include worship service visuals and videos, web and digital properties, teaching resources; e-communications, website forms and pages, and social media platforms.

## Social Media Best Practices

These guidelines are designed to help TPCC employees who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of social media.

Be respectful.

- Be thoughtful and accurate in your posts, and be respectful of how others may be affected. Even if your site is published under your name, is entirely personal, and does not mention Traders Point Christian Church or your employment, readers will inevitably connect your personal life to your professional life because of your role in ministry.
- Just to avoid any surprises, think about giving your department leader a courtesy heads up about your blog's existence.

Be aware of legal stuff.

- When you choose to go public with your opinions via a blog, you are legally responsible for your commentary.
- Individual bloggers can be held personally liable for commentary deemed to be defamatory, obscene, proprietary, or libelous.
- In essence, you blog (or post on another person's blog) at your own risk. Outside parties actually can pursue legal action against you for postings.

Use common sense.

- Take care not to purposefully or inadvertently disclose information that is confidential to Traders Point Christian Church.
- Use common sense when deciding what to post and managing when others tag you in posts and photos. Perception is everything when it comes to social media.
- It is never a bad idea to get a second set of eyes on your social media channels. So when in question, feel free to run it by your supervisor for feedback.

Direct press inquiries to the appropriate staff member.

- Buzz in the social media world may generate media coverage.
- All TPCC-related press inquiries must be brought to the attention of the communications director. If a member of the media contacts you about a blog, Facebook or Twitter post, immediately direct to the communications director.

Photo style:  
Let's face it;  
images capture  
attention.  
We use  
photographs that  
tell a story.  
Clean, simple  
moments is where  
we start.

### Photography vision

We use our brand as a filter when we select photos. Ask yourself: Would you see this photo on the front of the website or on a stage screen?



Use Traders Point shots that communicate high-energy worship, solid biblical teaching, and, when possible, also show the environment.

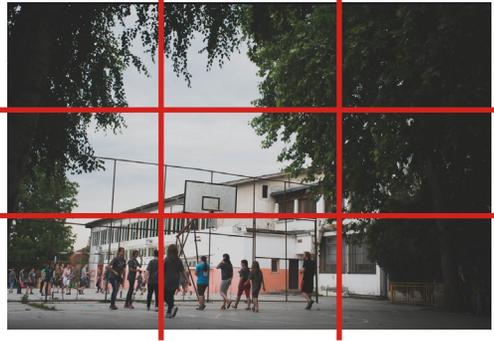
### Photography resources

If you would like to use a photographer during your event, please request one three months before your event. We will then work with you to hear your vision and how the photos are going to be used.



Use photos that capture that diversity of our church in age, race, and gender, and also look for photos that capture joy.

Never underestimate the rule of thirds and layout in a good photo. Position your focal point on a line or line intersection but not directly in the middle of a box.



Select imagery that is bold and classic.



Creatively crop imagery to de-emphasize the individual, and yet still clearly communicate the action, or what the event is about.



Mission photos tell the story of who TPCC is outside our walls. Gear towards natural-looking shots that tell the entire story.

# REFERENCE GUIDE



**PHONE**  
317.769.5557



**EMAIL**  
[info@tpcc.org](mailto:info@tpcc.org)



**TPCC.ORG/SOCIALMEDIA**



**FACEBOOK**  
[fb.me/traderspointcc](https://fb.me/traderspointcc)



**TWITTER**  
[twitter.com/traderspointcc](https://twitter.com/traderspointcc)



**INSTAGRAM**  
[instagram.com/traderspointcc](https://instagram.com/traderspointcc)



**NORTHWEST LOCATION**  
6590 South Indianapolis Road, Whitestown, IN 46075

**NORTH LOCATION**  
3525 W. 126 Street, Carmel, IN 46032



**WEBSITE**  
[tpcc.org](https://tpcc.org)



**TPCC APP**  
[bit.ly/tpccapple](https://bit.ly/tpccapple)  
[bit.ly/tpccandroid](https://bit.ly/tpccandroid)