

Configuring your Communication Services plan

The Synod Communications Coordinator will meet with you (either in person or via video) and work directly with an assigned committee and/or person from the presbytery to develop a formal Communications Plan for the presbytery. If the synod is contracted to implement that plan, the Coordinator will meet on a regular basis throughout the year to discuss tweaks to the plan. That plan could include any or all the following. Please note that services can be grouped together for an additional discount.

A NOTE ABOUT PLATFORM CONTINUITY - Having continuity across platforms (website, social media, e-mail) will create a seamless “voice” across channels. See the website (synodsun.org/CSP) for pricing discounts and plans.

Ongoing Services - Annual Price*	2022
Website maintenance of new and existing sites	\$1,320
Social Media Campaigns, i.e. Facebook, Twitter, Instagram, LinkedIn)	\$1,188
Mass e-mail maintenance (Up to 3 posts per week)	\$2,664
Blog maintenance (Up to 3 posts per week)	\$81
Podcast maintenance**	Coming soon
Platform Continuity Services (Bundles) - Annual Price	
Website maintenance of new and existing sites Social Media Campaigns (as described above) Mass e-mail maintenance	\$4,008
Website maintenance of new and existing sites Social Media Campaigns (as described above)	\$2,004
Website maintenance of new and existing sites Mass e-mail maintenance	\$3,420
One Time Set Up/Per Event Price	
Website development from new site or existing site	\$500
Church/NWC/Presbytery Consultations, Communication Workshops	\$300 + expenses

Synod of the Sun Communications Services Plan



Seizing an opportunity to
tell your exceptional story of
feeding the seeds of
ministry and mission to the
broader culture.

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How do **you** want to *connect, equip & empower* in more effective ways?

Why you need to communicate effectively online.

Recent news stories about foreign entities interfering in other entities' infrastructure might be a clarion call for the church, for it unmistakably shows the power of Social Media and its influence in our culture. Churches, Presbyteries, and innovative event coordinators who are not using online resources effectively are understood as literally "silent", particularly to the demographic with whom the Presbyterian church most resonates.

When we can speak into multiculturalism, peace and justice, diversity, equality, and disaster relief in a **timely** and **profound** way, the broader culture sees the church being the church. When Presbyteries engage the

community across multiple platforms in a cost-effective manner, they are in a position to *reclaim and redeem* the word "church" to be a community of friends who welcome without condition, serve the community as a neighbor, and advocate fiercely for the oppressed.

Additionally, Presbyteries are in a unique position to nurture and care for their constituents (elders, deacons, members, ministers) by relating not only relevant information, but also by the simple act of care and tending, via different electronic platforms, thus providing an additional component of pastoral care.

We speak Presbyterian, on-time and diversely

The Communication Services Plan, offered by the Synod of Sun, is a cost-effective way to use these online platforms. Additionally, our service is unique to your needs:

- ▶ We are Presbyterian; we speak Reformed language, inclusion, mission and faithful response. We are able to effectively share what the PC(USA) community values.
- ▶ We understand that ministry opportunities, pastoral care and disaster response are often not on a business hours schedule, therefore, we are on stand-by when an immediate response is warranted.
- ▶ We value the diversity of local geographies, cultures and values. Be it urban, rural, multicultural, missional or unique ministry settings, we tailor messages that reflect your Presbytery.

So, the question is this: How do you want to **connect, equip, and empower** in more effective ways?