

LEAD PASTOR TRANSITION TEAM
Communication Plan

January 2021 – December 2024

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SECTION I: STRATEGY OVERVIEW

Communication Objectives

1. Establish Credibility of the Lead Pastor Transition Team (LPTT)
 - a. Leverage congregational familiarity with Bill Towne, Rick Tillman and other Elders for initial video content.
 - b. Include names, photos and brief biography for each member on the LPTT on the website.
2. Transparency
 - a. Proactively be transparent to eliminate confusion and rumors from developing as the LPTT plans and executes the transition of the lead pastor role.
 - b. Be consistent with messaging to mitigate ambiguity and doubt.
 - i. Regular updates to church members via in-person reports during Sunday Gatherings, video updates, email, social media channels and website
 - ii. Publish webpage for LPTT that can house updates (videos, meeting minutes, etc.)
 - iii. Regularly brief staff as needed
 - iv. Create the opportunity to ask questions electronically via LPTT specific email address. Ability to answer questions directly.

Target Audiences

1. Internal stakeholders — Members, regular attendees, staff, lay leaders. All influencers and/or decision makers.
2. External Stakeholders
 - a. Local stakeholders — Schools, local missions supported by the church, other local mission partners (Tualatin School House Pantry, Borland Free Clinic, Northwest Children's Outreach)
 - b. Global Stakeholders — International mission partners that rely on Rolling Hills for support.

Positioning Statement

The Lead Pastor Transition Team's purpose is to create and execute a successful transition plan for the lead pastor of the church that brings God the glory and all the praise.

Desired Action

1. Build credibility in the LPTT through education and transparency
2. Maximize amount of information available to all stakeholders
 - a. Communication intended to drive stakeholder to website for details and the most up to date information.
 - b. Encourage email subscription to get email updates concerning LPTT progress and efforts.

3. Eliminate as much doubt of confusion as possible concerning the activities of the LPTT. Provide a consistent message that is trustworthy. Transparency and clear communication is paramount.
 - a. Provide ability for stakeholders to ask questions and engage on transition process through social media and website.
 - b. Provide stakeholders with a way to ask questions and receive a response from the LPTT via a LPTT specific email address
 - c. Provide a FAQ on webpage to eliminate unnecessary dialogue. Maintained and updated regularly as more questions arise.

4. Unite the church in prayer for a successful transition

Order of Distribution

1. Staff
2. Key lay leaders
3. Entire faith family
4. Key ministry partners
5. Other local church leaders

SECTION II: COMMUNICATION PLATFORMS

Communication Channels, Target Audience and Message Frequency

1. Website
 - a. LPTT landing page
 - i. Note from Bill explaining what is happening, why it is happening and what to expect
 - ii. Initial video including Bill and an Elder representative
 - iii. Timeline of the process
 - iv. List of LPTT members with photos and short bios
 - v. Frequently Asked Questions
 - vi. News updates from the LPTT when appropriate or applicable
 - vii. Any documents or meeting minutes that would enhance clarity of the process to the general public

2. Email Marketing
 - a. Include updates within the weekly email distributed on Fridays (RH News)
 - b. Special email blasts outside of RH News can be used for highlighting a key highlight.

3. Videos/Vimeo
 - a. Video material created for the LPTT will display on the website. Video content will be hosted on Vimeo.
 - b. Periodic interviews with LPTT Elder Representatives on relevant updates. No set schedule, to do as progress is made and there is news to be shared that warrants a video.

4. Screens

- a. Intermittently promote the LPTT webpage on regular TV slide rotation, primarily in the Worship Center on Sundays and for the Online viewers, to remind or alert the audience of this informational hub.

SECTION III: MESSAGING

Material for Lead Pastor Transition Team Website and Emails

1. Topic 1: Pastoral transitions
 - a. Letter from Bill
2. Topic 2: Timeline of the process and indication of where we are.
3. Topic 3: Names, Photos and short bio's of the Lead Pastor Transition Team
4. Topic 4: Frequently Asked Questions
5. Topic 5: Relevant updates on progress
6. Topic 6: Other documents/notes/resources

Key Points

1. This is Bill and Kathy's desire, supported by the elders
2. It is part of the overall Rolling Hills Leadership Development process
 - a. Healthy succession plan at all levels to enable our faith family to accomplish the mission and vision God has given to Rolling Hills for the next 10, 20, 30 years.
3. How we are going about the process
4. Our faith and trust in God to lead us to the man He has already chosen
5. Our desire to have up to a year of transition between Bill and the new lead pastor
6. Bill and Kathy's desire to remain involved with the Rolling Hills Family after 2024

Key Dates that may warrant congregational updates (Updated 1.19.2022)

1. Select a Recruiter and Finalize Candidate Criteria, June-November 2022
2. Officially Post opening for new Lead Pastor, December 2022
3. Recruit and interviewing initial candidates, January-June 2023
4. Final Interviews of top candidates, July-September 2023
5. Make job offer, October-November 2023
6. Installment of new Lead Pastor
7. Event to celebrate Bill & Kathy