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You've worked hard to find out what people want. So make sure you tell them about your progress and your activities.

We can help you get your message across.

## Download the toolkit

- [Chapter three: Developing a team & assessing your skills & abilities \(401.59 KB\)](#)



Ian Brown

## Who should you tell?

Make a complete list of all the groups of people who have an interest in your project. Include:

- Decision makers
- Advisory groups
- Funders and donors
- The media
- Local groups
- People affected directly by the project
- People who've previously been involved with the church
- People who might want to use the building

## Try the stakeholder template

- [ChurchBuild: Stakeholder map template](#) (440.8 KB)
- [ChurchBuild: Example stakeholder map](#) (49.32 KB)

"Say it five times in five different ways – and people might remember it."

*Church Building Projects*

## How will you tell them?

You can get your message across by:

- Setting up a website
- Sending out newsletters
- Printing leaflets
- Setting up a [Facebook page](#)
- Putting updates on [noticeboards](#)
- Speaking to the [local press](#)
- Organising tours, talks and exhibitions
- Organising events to celebrate important stages in the project
- Getting listed into local directories
- Installing a sign

Look at each stakeholder group and ask yourself:

- What do they need to know?
- How often should you tell them?
- Do you need something from them?
- What is the easiest way to reach them?

## Helpful hints

- [Parish Resources: Producing an appeal leaflet](#) (52.09 KB)
- [ChurchBuild: Write a communication plan](#) (654.05 KB)

## What should you tell them?

However you choose to reach out to people, tell them:

- ~~Your vision~~
- ~~Your objectives~~
- The project costs
- The proposed plans
- ~~The results of surveys~~
- And how they can get involved

## Case studies

- [Case study: St John Kingston Lisle \(488.37 KB\)](#)

## Next steps

To make your vision become a reality you need to start thinking about:

- ~~Planning your project~~
- Appointing an architect
- ~~Writing your business plan~~
- ~~Raising money~~

## Want more help?

### Media training

[We offer training courses in everything from social media to radio](#)

### Set up a church website

[Use "A Church Near You" to reach out to people. Try it for free!](#)

