

- [Who should you tell?](#)
- [How will you tell them?](#)
- [What should you tell them?](#)
- [Case studies](#)
- [Next steps](#)

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!](#)

Source URL: <https://www.churchofengland.org/resources/churchcare/making-changes-your-building-and-churchyard/plan-your-building-project/keeping>