

Rocky Mountain Synod Communication Strategy



*Together we proclaim and embody
God's unconditional love
for the sake of the world.*

Claiming our Gifts: Our guiding principles



In the beginning was the Word, and the Word was with God, and the Word was God...And the Word became flesh and lived among us, and we have seen his glory, the glory as of a father's only son, full of grace and truth.

John 1:1;14

But you will receive power when the Holy Spirit has come upon you; and you will be my witnesses in Jerusalem, in all Judea and Samaria, and to the ends of the earth.'

Acts 1:8

†S6.01. The Church is a people created by God in Christ, empowered by the Holy Spirit, called and sent to bear witness to God's creative, redeeming and sanctifying activity in the world.

†S6.02. To participate in God's mission, this synod as a part of the Church shall: a. Proclaim God's saving Gospel of justification by grace for Christ's sake through faith alone, according to the apostolic witness in the Holy Scripture, preserving and transmitting the Gospel faithfully to future generations.

-Constitution of the Rocky Mountain Synod, 2017

You have made public profession of your faith. Do you intend to continue in the covenant God made with you in holy baptism...to proclaim the good news of God in Christ through word and deed... I do and I ask God to help and guide me.

-Affirmation of Baptism, Evangelical Lutheran Worship

Called to Proclaim: A Theology of Communication



Called to proclaim

As the Rocky Mountain Synod of the Evangelical Lutheran Church in America, we claim a particular understanding of our call to bear witness to God's grace in the world. This call is rooted in our understanding of Scripture, shaped by the stated purpose in our governing documents, and grounded in our baptismal promises.

"In the beginning was the Word and the Word was with God and the Word was God" we hear in the opening verses of the Gospel of John. What a powerful image to begin the unfolding of the story of God incarnate! These words from John remind us that God's Word is both embodied in our sacred texts and in the life and witness of Jesus. As followers of Jesus, we are called to continue that proclamation of God's unconditional radical love for all of creation in both word and deed.

In the Rocky Mountain Synod, we articulate our understanding of that call through our mission statement, that together "we proclaim and embody God's unconditional love for the sake of the world." Grounded in that mission, we understand that all we say and do, all decisions made, and all the ways ministry is supported, is not for ourselves, but for the sake of a world in need of love, grace, and healing.

What does this mean?

Claiming our central call as followers of Jesus to proclaim the Gospel informs our understanding and strategy for communication. Communication, understood as both the exchange of information and the means of connection between people, is also more than those definitions. Communication is indeed the tools we engage in print, digital, and social medias. And our tools are not simply the means to the end, that is the proclamation of the Gospel. Indeed, our responsible, creative, intentional engagement of the tools available to us are also the embodiment of the Gospel.

We claim a commitment to actively engage any mediums that will strengthen our proclamation in ways those we serve are best able to receive what we share, while always seeking to be wise in our engagement. We also commit to collective discernment in using our formal communication channels to respond to happenings in our church and world, trusting that God indeed will "help and guide us". With joy and assurance of our call, we will seek first and foremost to proclaim and embody God's unconditional love for the world

Deacon Erin Power
Assistant to the Bishop for Synodical Life

RMS Communication Channels



Claiming our Gifts

eConnection

Audience: Rostered Ministers, Congregation members, lay leaders, Congregation administrators

Purpose: Email newsletter to share information, job postings, news, and events from RMS & Churchwide ministries and related partners; to share updates from the Office of the Bishop; to share relevant resources for congregation leaders.

Frequency: Weekly on Wednesday morning



Equipping All Leaders

Leadership Link

Audience: Rostered Ministers

Purpose: Email newsletter to share information, news, and events from RMS & Churchwide ministries; to share updates from the Office of the Bishop specifically relevant to rostered ministers; to share prayer concerns of rostered ministers.

Frequency: bi-weekly, and other times as needed



Connecting in Ministry & Witness

Living Lutheran Insert

Audience: Living Lutheran subscribers; offered as a stand-alone newsletter for congregations

Purpose: Printed RMS-specific insert as part of the Living Lutheran Magazine; the 4 page insert is centered around the ministry focus of that month, including news, stories, and testimonies/reflections

Frequency: Quarterly



Accompanying one another into God's Future

Connection Newsletter

Audience: Congregation members

Purpose: Printed newsletter to communicate roster changes, updates from the Office of the Bishop, and a theological reflection

Frequency: Quarterly

RMS Communication Channels(continued)



Claiming our Gifts

Website

Audience: Members and partners of the Rocky Mountain Synod

Purpose: To provide information, resources and event support for the ministries of the RMS

Bishop's Blog

Audience: Members and partners of the Rocky Mountain Synod

Purpose: to share official statements and reflections from the Bishop

Frequency: as needed



Equipping All Leaders

RMS in the Neighborhood Blog

Audience: All members of the Rocky Mountain Synod

Purpose: To highlight stories of *Church for the sake of the world* throughout the Rocky Mountain Synod; the online publication of Connection and Living Lutheran insert stories

Frequency: Once a month



Connecting in Ministry & Witness

LAM-NM Advocacy Update (and action alerts)

Audience: Rostered ministers, congregation members, lay leaders, and advocacy partners

Purpose: Regular e-newsletter with information related to LAM-NM and ELCA advocacy work (updates on legislation, issue activity and action alerts), events, and organizational news

Frequency: Biweekly during legislative sessions and at least monthly during the rest of year



Accompanying one another into God's Future

LAM-CO e-newsletter (and advocacy alerts)

Audience: Rostered ministers, congregation members, lay leaders, advocacy partners

Purpose: Regular newsletter to share information related to advocacy work, our events, partner events, updates on legislation et al.

Frequency: Biweekly (Jan.-May), Monthly (June-Dec.); alerts sent ad hoc as needed

RMS Communication Channels (continued)

Claiming our Gifts

Facebook

See Rocky Mountain Synod Social Media Policy

Twitter

See Rocky Mountain Synod Social Media Policy

Equipping All Leaders

Synod Assembly Ambassador Toolkit

Audience: Synod Assembly Voting Members

Purpose: To provide voting members stories, offering connections, and reflections to share in their congregations once a month

Frequency: Monthly

Connecting in Ministry & Witness

Yearly Communications/Mailings

Mission Support Thank You

Intent Form

Annual Report Insert

Synod Assembly Information Packet

Partner Ministry Communications

Global Church Network News

View from the Rockies (RMSWO)

Accompanying one another into God's Future

