



ACTION STEP 4: ADJUSTING YOUR PLAN

Overview

It's fun to find out about and celebrate the Plan's successes! But the Marketing Plan Coordinator and the Team also need to learn about and follow-up on challenges and barriers. These efforts will be both helpful and healthy as the church moves forward to communicate with and connect to the community.

Process

1. Communications with other leaders/teams

As the Marketing Plan Coordinator and Team continually work to support and stay in touch with the leaders/teams involved (through regular phone calls, e-mails and meetings), it's inevitable that they will learn of various challenges and barriers to this process.

2. Significant or not? And moving on ...

Depending upon how significant the challenge/barrier is, the Marketing Plan Coordinator and Team will make adjustments.