

Social Planning for Churches and Nonprofits

UNDERSTAND AND ASSESS

TIME: 45 minutes | OUTPUT: A four-week content plan with permissions, ownership, and a review rhythm.

Name / team: _____ Date: _____

Choose one audience and one useful action for the month. Plan at a pace your team can maintain. Use the example themes as prompts; replace every event detail with verified information before publishing.

Key idea

A content theme is a repeatable reason to post. Mix mission, community, useful information, and invitations. Every post needs a clear audience, useful message, appropriate asset, and one primary call to action.

Example post: Want to help at our next community service day? Visit [verified registration link] for the date, location, access information, and volunteer roles. Replace the bracketed detail before publishing; do not invent an event or beneficiary story.

Who are we trying to serve, and what question or need do they have?

What one action matters this month: learn, attend, volunteer, give, or share?

Who can draft, approve, publish, and respond within our available time?

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BUILD YOUR WORKING PLAN

Build a four-week starter calendar

Draft one post per week, then add more only if capacity allows. Mission: explain a practical impact. Community: share an approved story. Helpful: answer a recurring question. Invitation: offer a specific, verified next step.

Week / theme	Message / audience	Asset / channel	CTA / owner / date
1: Mission and purpose			
2: Community story			
3: Helpful information			
4: Invitation / next step			

What is the permission process for stories, photos, children, and vulnerable people?

Who checks event details, links, image descriptions, captions, and readability?

How will comments, private questions, and sensitive requests reach the right person?

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VALIDATE AND TAKE ACTION

Completion checklist

- ☐ Each post serves a specific audience and has one clear action.
- ☐ Names, dates, locations, links, and accessibility details are verified.
- ☐ Photo and story permissions are documented before publication.
- ☐ Images have useful descriptions and videos have accurate captions.
- ☐ No private or sensitive details are shared without appropriate permission.
- ☐ A publisher, responder, and monthly review date are assigned.

Measure what changes

Measure the action you asked for: registrations, inquiries, volunteer signups, or useful conversations. Compare posts with the same objective; likes alone do not show mission impact.

Our baseline / target / data source / review date:

Suggested implementation rhythm

Week 1: gather approved assets and draft the calendar.

Each week: verify details, publish, and respond to the community.

Month end: note what helped people act and reuse the strongest themes.

First action / accountable owner / due date:

Open issue / decision needed / approver:
