

Project outline: Global communication network and online capacity building

31 March 2020

Description

The Lutheran World Federation's (LWF) global communications network brings church communicators from the member churches together in a global network, to exchange information, increase awareness and understanding, and strengthen relations. It connects to the regional communication networks which are already in place in Europe, Asia, Latin America and the Caribbean and Africa. It creates opportunities for collaboration, offers opportunities to learn, empowers them for work in their local context and offers them a chance to share their gifts with other communicators in the member churches.

Context

LWF member churches work in diverse contexts. The same goes for communicators in these churches. In some of them communications work is the task of well trained professionals working in departments for communication, marketing and/or fundraising. In other churches communication is one among many other tasks and communicators may have little formal training.

LWF has for a long time recognized the value of communications in the life of its member churches and has through the years engaged in different projects for building capacity and raising awareness of communications for the mission and life of the church.

Rationale

The project aims to leverage the potential of connecting communicators in the LWF member churches globally using online platforms. It utilizes modern technology for capacity building, making teaching modules available online and using online communication methods to connect people to each other, rather than focusing primarily on in-person meetings.

Teachers in the capacity building modules would primarily come from the group of communicators.

The project aims to leverage the potential that is inherent in the diversity of the group of communicators, inviting those who need to deepen their knowledge to learn and those who are already experts to share their experience.

Each module would be in three parts:

1. Video lecture with slides
2. Text of lecture
3. Information sheets with workflows and checklists
4. Each module will also be accompanied with a podcast discussion between an OCS Communication Officer and the teacher of the module – making the information available in different format

Goals and objectives

- Increased capacity of communications officers
- To invite well educated communication officers to offer their knowledge to the wider communion
- To create and share online material to build the capacity of communicators and other staff in member churches who use communication in their work
- Through that to establish or strengthen the global network of communicators in the LWF member churches and at the same time strengthen regional networks (links with communication networks)
- To gain deeper understanding of communications capacity and methods in member churches through annual surveys among communicators
- To build capacity of LWF staff, Lutheran World Service communications officers, students of theology and pastors
- Increased understanding of the role communications plays for the church and its holistic mission

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Project activities, milestones

- Spring 2020
 - Survey among communication officers in the LWF member churches of needs for capacity building, regular webinars with communicators, further planning of the project
- Winter 2020/21
 - Set up online system for the academy modules and online discussion system, beta testing with a group of communicators
 - Writing, recording and sharing of 6 initial modules – formal launch of the academy
- 2021
 - Addition of one module a month after the launch, for a total of 12 modules at the end of the year, publication of LWF Communication Handbook (online).
- 2022
 - Addition of one module a month. Global consultation on communication

Expected results

- Increased capacity for communication in LWF member churches, increased capacity in World Service Country Programs
- Easier on-boarding of communication officers and easy integration into the network
- At least 150 members of the global communications network
- Increased flow of communication from the LWF member churches (supporting communion building)
- Increased dissemination of LWF communications through member church channels, including campaigns, using the languages of the member churches
- Communications Handbook, Studies/Documentation

Innovation

- Leverages modern technology to connect people and distribute information

Organizational background, expertise, staffing

- One communication officer will work as the project manager, this will include maintaining the system, securing material for new modules, promoting the network and academy, connecting communicators
- A working group of communication experts from the LWF regions will support the project and provide expert advice

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Budget

2021

- System setup (one time): EUR 20'000 (website, discussion platform)
- Development of first 6 modules: EUR 24'000
- Coordinator (annual): EUR 20'000
- Hosting and maintenance (annual): EUR 10'000

Development of additional modules is estimated to cost 3'000 EUR per module which is a lower cost than for first six modules.

Partners

- To be determined