



Cultivate REAL Team Communication Guidelines

Here are a some simple things to keep in mind as you communicate with Sandals Church Women whether in person, in writing or using digital media:

Who We Are:

If women are new to Sandals Church and unfamiliar with our ministry, “Cultivate” may not mean anything. Introduce her to Sandals Church Women and then invite her into Cultivate, our ministry. You can even use language such as “cultivate” truth, kindness or community in your messaging.

Our Vision:

Cultivate is a conduit to help women grow spiritually wise, relationally kind and emotionally healthy SO THAT they are equipped to love God, love others and live on mission making disciples in the world around them. You can always use the tenants of our vision to communicate your message. E.g. Come grow spiritually wise with us, we’d love to get you connected in community or let’s cultivate God’s word into our lives.

Lead with Kindness:

You’re an ambassador of kindness, so be a kind communicator. Be approachable, relatable and respectful. Be honest, but gracious and spiritually mature. Believe the best about the women you are communicating with and use your influence to speak to them in the way you hope they’ll speak to others. When sharing your thoughts and ideas, be mindful you’re not undermining someone else’s.

Know Your Audience and Their Needs:

As a rule of thumb, most communications fall under the value to inspire, invite or inform women. So, who are you talking to and what do they need to know? They may not need every detail, but don’t assume they already know something or leave them guessing. If you’re making a call to action, equip them by including a hyperlink, providing the date/time or giving them the next step.

Keep it Brief and Meaningful:

You’re entering someone’s inbox, feed or text messages as a guest, so don’t overstay your welcome. Keep your communications brief and to the point. Rather than over explain, welcome follow-up questions. If you need to communicate lengthy details or specific instructions, an in-person meeting might be best OR break your communication into smaller paragraphs with clear steps they can follow.

Apologize Only When You’re Sorry:

You are creating opportunities for women to get involved, engage in something meaningful or use their gifts. That’s a shared experience that benefits the body of Christ. DO NOT apologize for inviting them to serve (so sorry I have to ask you to help) or create unfortunate circumstances (unfortunately, we don’t have enough help and I need to ask you to lead a table).

Two are Better than One:

Once you have all the words on the page, proofread, refine and edit. If you’re unsure, invite someone else on the team to take a second look . Don’t be afraid to copy messaging from the Cultivate website, our social media posts or network communications. We’re in this together!

