



**METHODIST  
ALLIANCE**

NGA PURAPURA WETERIANA

**Communications &  
Fundraising Staff  
Community of Practice**

# What we are most proud of?

- Co-branding policy setting minimum expectations of co-branding
  - Some members are already co-branding
- Drafted a procedure for media statements



Christchurch  
Methodist Mission  
A member of the Methodist Alliance

**OUR VISION** \_\_\_\_\_  
A socially just and inclusive society in which all people flourish.

**OUR MISSION** \_\_\_\_\_  
To promote and enhance the dignity of all people through:

- Providing compassionate care, support and empowerment of those most vulnerable in our community
- Building communities, neighbourhoods and a wider society that are fair and inclusive
- Challenging injustice and promoting hope



Christchurch Methodist Mission  
PO Box 5416  
Papanui  
Christchurch 8542

03 375 1470  
info@mmsi.org.nz  
www.mmsi.org.nz

 ChristchurchMethodistMission  
 @ChChMethodistMn

# What we hope to achieve in the next two to three years?

- Consistency of co-branding across the membership
- Increased visibility of the Methodist Alliance work
  - internally within the Methodist Connexion
  - external to the Methodist Church
- Regular media releases around Methodist Alliance submissions
- Establish a benchmark of visibility of the Methodist Alliance to enable measurement on increase.

# Key issues

- Focus is on developing resources to implement co-branding
- There is a significant variance of resources and capacity within the Community of Practice – some members have no dedicated communications or fundraising staff while others have teams of communication & fundraising staff
- There are limited opportunities to co-brand with only one shared programme

A word cloud centered around the word "communication". The word "communication" is the largest and most prominent, rendered in a bold, orange font. Other significant words include "email" (dark green), "communicate" (red), "technology" (yellow), "phone" (orange), and "text" (orange). Smaller words scattered around include "problem", "text-based", "social", "information", "GenY", "voice", "old-school", "communicating", "delivered", "preferences", "texting", "difficult", "privacy", "understand", "communications", "experience", "younger", "tone", "expect", "conversation", "multi-tasking", "people", "learn", "call", "multiple", "understood", "differences", "short-hand", "time", "acronyms", "problematic", "activities", "back-and-forth", "problems", "older", "face-to-face", "personal", "generation", "message", "miscommunication", and "generational". The background is white with a light blue wavy border at the top.

problem  
text  
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