

Three Regions; One Message:



Closing LCC's
Communication Loop

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Three Regions; One Message: Closing LCC's Communication Loop

By the end of the Convention 2026 Information Session on Communications, attendees are able to:

- Identify the noise in communication chains
- Reduce the noise in the communication chain
- Apply two-way communication strategies
- Craft stories that connect congregations to the wider church

We are reminded of what the Word says about our words:

- [Proverbs 25:11 \(ESV\)](#) *“A word fitly spoken is like apples of gold in a setting of silver.”*
- [Matthew 12:37 \(ESV\)](#) *“...for by your words you will be justified, and by your words you will be condemned.”*
- [Ephesians 4:29 \(ESV\)](#) *“Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear.”*
- [Psalms 37:30 \(ESV\)](#) *“The mouth of the righteous utters wisdom, and his tongue speaks justice.”*
- [Psalms 19:14 \(ESV\)](#) *“Let the words of my mouth and the meditation of my heart be acceptable in your sight, O LORD, my rock and my redeemer.”*

This booklet includes:

- Information about Regional Communications Officers
- Story Template
- Lay Delegates in the Synodical Communication Chain
- Ways to tune in to LCC's Communication channels
 - InfoDigest
 - LCC's Website
 - Our Socials
 - Servant Leader Network

SERVING AS A CONVENTION DELEGATE

AFTER CONVENTION

Your service as a Convention Delegate continues for four years, until the next Synod Convention. During this time, you serve as a resource person and connection point between your congregation and Lutheran Church–Canada.

AS A DELEGATE, YOU HELP:

- **Share** and interpret the decisions and resolutions of Convention
- **Support** implementation of those resolutions at the congregational and parish level
- **Strengthen** connection between your congregation and the wider work of Synod
- **Deliver or designate** a spokesperson to provide brief monthly updates to your congregation

You are not expected to do this alone. LCC provides materials to help you report back clearly and faithfully to your congregation. The Regional Communication Officer is your point person—keep the communication link open.

HELPTIP



LCC's Communications Department is available to help you identify and share resources that may benefit your congregation or parish.

Through your continued service, you help ensure that the work of Convention bears fruit—not only in decisions made, but in lives and ministries strengthened across the Synod.

LCC provides **tools and materials** to support you in reporting back and staying informed. Convention news, official Proceedings, and post-Convention reflections are made available digitally and in print, including:

- Convention newsletters
- Official Proceedings (published post-Convention)
- Coverage in The Canadian Lutheran magazine

You are also encouraged to **partner actively with LCC's Communications Department**, which supports delegates by:

- Sharing action plans and progress updates related to Convention resolutions
- Providing congregational resources such as free website hosting, stock photography, and the Servant Leader Network
- Communicating regularly through LCC's weekly e-newsletter, InfoDigest

Through your continued service between Conventions, you help turn resolutions into action and strengthen the shared mission of the Synod.

STAY CONNECTED!

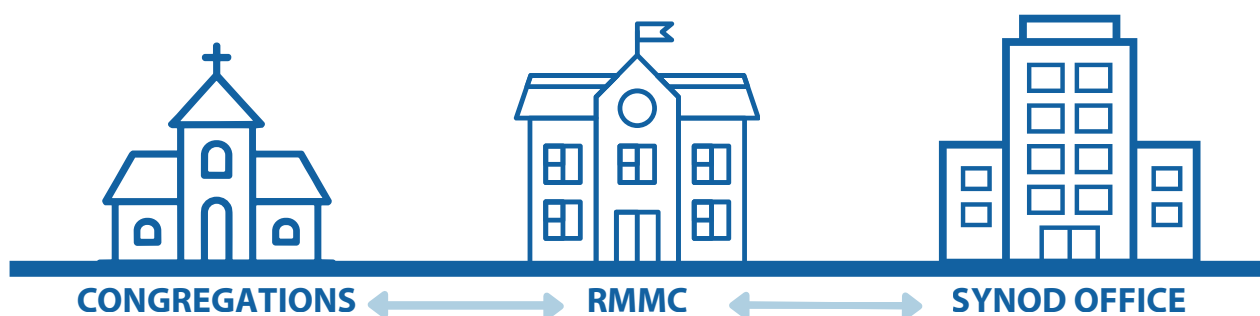
As a delegate, your contact information will be shared with your RMMC (Regional Mission and Ministry Council). You will also receive the contact details for key RMMC representatives: the Chair, Regional Communication Officer (RCO), and Secretary.

INTRODUCING THE REGIONAL COMMUNICATIONS OFFICER

STRENGTHENING COMMUNICATIONS ACROSS THE REGION



The Regional Communications Officers represents the **Synod Office** at the **Regional** Level, serving as a key link for:



ROLE & PURPOSE



**FACILITATE
COMMUNICATION**

*IMPROVE THE FLOW OF
INFORMATION ACROSS THE REGION*



**SUPPORT
&
CONNECT**

*BUILD RELATIONSHIPS AND
FOSTER COLLABORATION*



**REPRESENT
SYNOD**

*ACT AS THE SYNOD'S
VOICE IN THE REGION*

WHO IS AN RCO?

REGIONAL COMMUNICATION OFFICER (RCO)



CREATED TO SUPPORT REGIONAL COMMUNICATION

The Regional Communication Officer (RCO) is appointed by the Regional Pastor to represent the Synodical Office and serve as the main communication link between:

- *The Director of Communications*
- *The circuits*
- *The congregations in the region*

RCO Responsibilities

The RCO serves as the main point of contact for communication by:

Sending information from the Director of Communications to:

- Circuits—circuit councillor & circuit lay rep. of the RMMC
- Congregations—congregation's lay delegate

Collecting information from:

- Circuits—circuit councillor & circuit lay rep. of the RMMC
- Congregations—congregation's lay delegate and forwarding it to the Director of Communications

The RCO will:

- Be briefed by the circuit councillors
- Meet at least quarterly with other Regional Communication Officers & The Director of Communications
- Share ideas, updates, and best practices between regions
- Help ensure consistent and clear messaging across the Synod

More on the **RCO**

Supporting Ministry

Supporting RMMC Communication Duties

- Support effective communication within the region
- Help distribute Synod and Regional News
- Keep the Director of Communications informed about:
 - Regional events
 - Circuit events
 - Congregational news
 - Ministry activities
 - Calls & Transitions

Expectations and Requirements

- Attend required RMMC and circuit convocations
- Communicate clearly, regularly, and responsibly
- Follow the Strategic Plan of the Synod
- Support the mission and ministry of congregations through effective communication



When the RMMC establishes a Communications Sub-Committee, the RCO:

- Leads the sub-committees
- Helps plan and carries out communication initiatives
- Works with members who have skills in communication, media, or technology

**If you know someone who will be most suitable for this role, please contact your regional pastor, with the subject line 'RCO Suggestion for [State Region]'.
In your email, provide the following:**

- *their name*
- *their congregation*
- *their contact information*
- *and, at least 1 reason why you think they might be suitable*

Stories from across Synod

One way of challenging miscommunication is by building connections. An effective way to build connection is through story telling. The 2026 synod-wide survey confirmed that synod members want to hear congregational stories. So, lets start sharing them . . .

Here's a simple template:

- Title / Theme
- Congregation & Region
- What is God doing in your congregation?
 - Ministry or Impact
 - Sharing what God has done for you and your congregation
 - Connection to Mission/ Community Outreach
 - Ministry anniversary
- Media (photo/video)

What stories can you tell?

- “A moment your congregation came together...”
- “An outreach effort that made a difference...”
- “A time you saw God at work...”
- “Something small that had a big impact...”

Here are few questions to get you started:

- Did a recent event bring the congregation together in a meaningful way?
- Have you partnered with another congregation or region recently?
- Have members participated in missions?
- Are there partnerships with schools, ways in which you served the surrounding community, or unexpected opportunities to share Christ outside the walls of the church?
- Is there a new member or family whose journey would encourage others?

Scan the QR Code and upload your story! *“But I’m not a writer!”* Not to worry—answer some questions for us and let’s tell it together. Do you have pictures, a video, or even an audio clip that we may have permission to use? Those will help you share that story!

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Congregational Story Submission Form

Help us share how God is at work in your congregation.

Stories from congregations encourage the wider church and help connect members across regions. Please [virtually complete](#) and submit the form below. So we can capture your story.

1. Congregation Information

Congregation Name: _____

City / Province: _____

Pastor: _____

Person Submitting This Story: _____

Email/Phone: _____

2. Story Overview

Working Title (optional):

What happened?

Describe the ministry activity, event, or situation you would like to share.

3. Ministry Impact

Why is this story meaningful for your congregation or community?

What difference did this make for your congregation, community, or those involved?

Who was impacted by this ministry?

(e.g., youth, seniors, new families, community members)

Lutheran Church–Canada

Congregational Story Submission Form

4. Personal Element

Is there a person whose experience reflects this story?

(Name and short description if appropriate)

5. Event Date

Approximate date of event or activity: _____

Is there an upcoming milestone or continuation of this story?

6. Connection to the Church's Mission

How does this story reflect the mission of the Church to share Christ and serve others?

7. Photos or Media

Do you have photos, videos, or audio that could accompany this story?

☐ Yes

☐ No

If yes:

Photographer / Owner of Photos: _____

Submitting media permits LCC to use the media piece(s) for the same or related purpose.

8. Permission

☐ I confirm that the individuals mentioned are aware their story may be shared in Lutheran Church–Canada communications (website, social media, newsletters, or publications).

You never know when your story will be featured in our e-newsletter—*InfoDigest*
You don't want to miss what's happening in a congregation near you—[subscribe!](#)

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- CALLS + TRANSITIONS
- EVENTS + ANNOUNCEMENTS
- PRAYERS + SERMONS
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One Lord, One Faith, One Body