

Public Communications and Messaging Framework

MESSAGING OPTIONS		Whole World		
		WHOLE WORLD	LOCAL	GLOBAL
Good News	GOOD NEWS	GOOD NEWS FOR THE WHOLE WORLD Brand slogan. Comprehensive.	GOOD NEWS FOR YOUR COMMUNITY The gospel in and for local churches and their communities.	GOOD NEWS EVERYWHERE Bringing the gospel to the ends of the earth (NAMB, IMB, church planting, churches).
	PROCLAIM	PROCLAIM TO THE WHOLE WORLD Evangelism efforts in the SBC, locally and globally.	PROCLAIM LOCAL Local Evangelism and Gospel Proclamation (Local Church).	PROCLAIM GLOBAL Global Evangelism and Gospel Proclamation (Cooperative Program, IMB).
	LOVE	LOVE THE WHOLE WORLD Community, Creation Care, Acts of Love in the SBC, locally and globally.	LOVE LOCAL Local Community, Creation Care, Mercy, and Kingdom Building (Local Church, NAMB, Disaster Relief).	LOVE GLOBAL Global Kingdom Building, Service, Love, and Creation Care (NAMB, Disaster Relief, Church Efforts).
	GIVE	GIVE TO THE WHOLE WORLD Service, Relief, Generosity in the SBC locally and globally.	GIVE LOCAL Local Generosity and Service Efforts (Annie Armstrong, Church Giving, Local Programs).	GIVE GLOBAL Global Missions and Ministry Giving. Supporting Love & Proclaim efforts (Cooperative Program, Lottie Moon, NAMB, IMB, etc).