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Totally Alliance**

The Communication Challenge

For any organization—big or small—communication is a critical issue. Invariably, however, questions immediately arise about the cost of such communication.

The better question is “what is the cost of NOT communicating?”

In today’s multi-channel, multi-media, multi-choice universe, it is not enough to send key messages. They must be done in compelling, attractive, insightful, informative and even repetitive ways using many vehicles. Communication gurus indicate that where before organizations need only repeat a message four or five different ways before people ‘got it’, they cannot now get away without repeating the same message 12-15 times! That means using print, video, web; it means ads, posters, websites, brochures, magazines, social media, conferences, presentations, mass media and so on.

Those same experts also tell us if organizations do not communicate, they will die. If they do not touch their supporters, clients or consumers with a convincing message, those people will not respond and the very *raison d’être* of the organization is at risk.

At *Alliance.ca* and within the denominational Communications office, we strive to ensure that Kingdom stories about what God is doing through the church are told back to the church. It encourages people, builds relationships, enhances worship and—most importantly—advances the Kingdom, or as our Vision Prayer says, helps transform Canada and the world. We seek to do all this deeply cognizant of stewardship; not wasting money and not diverting funds from the primary function of transformation. The very magazine you are reading today, for example, costs only \$2.15 per copy for production, distribution and postage because of our stringent efforts to provide highest quality at the lowest expense.

This issue looks at short-term missions, helping churches decide the why’s and how’s of engaging in them, plus offering some essential information surrounding such trips. It also contains a special supplement highlighting the Alliance’s groundbreaking decision to hold Assembly 2010 in Turkey. Why go to Turkey and what impact will it have on our churches and mission efforts? All provided to enhance your understanding and engage your support as we seek to impact the world.

As always, read and enjoy and feel free to contact us with your feedback.

BARRIE DOYLE

