

# SURFACE TO SOUL

Live Well | Lead Well | Coach Well

## Plus Delta Newsletter Assessment

The **Plus/Delta exercise** is a simple yet flexible tool used to help leaders recognize, celebrate, and build on what's working in ministry. It helps leaders explore new ways to enhance what's already present. This form can be used **individually** or in a **group setting** to evaluate your church newsletter based on the criteria listed below.

Add your responses to the topics below, focusing first on the left-hand column of the form where you celebrate what's present and working, and then moving on to the right-hand column where you list possible changes that would enhance this form of communication. At the bottom of this form, list three possible actions items people could address in the next 30-90 days to go deeper with ideas listed below.

PLUS   WHAT DO WE CELEBRATE?	DELTA   WHAT MIGHT WE CHANGE?
About its look, feel, and appearance	To its look, feel, and appearance
About its length, layout, and content	To its length, layout, and content
About its connection to our mission	To its connection to mission
About its appeal to people of all ages	To its appeal to people of all ages
About its appeal to first-time guests	To its appeal to first-time guests

LIST 3 INNOVATIONS/ACTION ITEMS TO ADDRESS WITHIN 90 DAYS:

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