



# Ministry Leadership Policies & Procedures

*A guide to leading well at Tomoka Christian*

We're thankful you've stepped up to lead a ministry of Tomoka Christian. Church staff has compiled this information to assist you in setting up the ministry and/or moving forward in a way that integrates your efforts into the procedures already in place at Tomoka – so that all ministry leaders are moving their oars in the same direction, in unison. Those in ministry leadership work toward a common church vision and do not create separate ministries with aims independent of one another.

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## *Launching and communicating the ministry*

→ **Set it up right:** Choose the right leader to contact for approval.

### **Ormond Beach**

- Contact Wendy Hogue to schedule a meeting or other event at church: [wendy.hogue@tomoka.cc](mailto:wendy.hogue@tomoka.cc).
- Contact Pastor Cord Bear to discuss launching a new ministry: [cord.bear@tomoka.cc](mailto:cord.bear@tomoka.cc).
- Contact Pastor Carrie Graham to discuss launching a Bible study or small group: [carrie.graham@tomoka.cc](mailto:carrie.graham@tomoka.cc).
- Contact Pastor Ben Brown to discuss launching a support group: [ben.brown@tomoka.cc](mailto:ben.brown@tomoka.cc).
- Contact Greg Holmgren to discuss leading a mission trip outside Florida or staging a team fundraiser: [greg.holmgren@tomoka.cc](mailto:greg.holmgren@tomoka.cc).
- Contact Cindi Hunnefeld to discuss leading a local or statewide mission trip, a.k.a. Community Compassion Project: [cindi.hunnefeld@tomoka.cc](mailto:cindi.hunnefeld@tomoka.cc).

### **Palm Bay**

- Contact Trisha Porter to schedule a meeting or event at the church: [tricia.porter@tomoka.cc](mailto:tricia.porter@tomoka.cc).
- Contact Pastor David Fitzgerald to discuss a new ministry, group or event: [david.fitzgerald@tomoka.cc](mailto:david.fitzgerald@tomoka.cc).
- Contact Steve Gault to discuss leading a mission trip: (321) 243-8250.

→ **Be a cheerleader:** Once it's approved, talk up your event or opportunity. Your passion and excitement for the ministry can attract others more effectively than any other attempt at spreading the word.

→ **Ask for promotion, if needed:** All requests to promote an event or opportunity in all avenues of promotion at both Tomoka campuses begin with the online Request for Promotion form. A phone call, email or a discussion cannot take the place of this submitted form.

- The Request for Promotion form is online: [www.communications.tomoka.cc](http://www.communications.tomoka.cc)

→ **Need helpers?** While the leader and ministry team are the best recruiters, the church provides help via the online Volunteer Opportunity form. Use complete and descriptive wording. The info is posted by Friday of each week at [www.MakeADifference.tomoka.cc](http://www.MakeADifference.tomoka.cc). The same listing is made available in the lobby racks. Openings remain on the listing for two weeks. Please resubmit if the opportunity remains.

- The Volunteer Opportunity form is online: [www.volunteers.tomoka.cc](http://www.volunteers.tomoka.cc)

# Ministry Leadership Policies & Procedures (cont'd)

## *Allowing leaders to lead*

Tomoka empowers its leaders for the task of overseeing the ministry God has called them to lead. Meanwhile, the leadership has equipped staff to handle ministry communications, intentionally freeing the ministry leader from that responsibility. The advertising-related role of the ministry leader generally focuses on being vocal about the opportunity to others and providing info about it to staff through the online forms.

## *Staff partners with leaders*

- ➔ Because each ministry event or opportunity is very valuable to God's Kingdom, Tomoka's communications ministry staff maps out an individualized communications strategy for each, choosing which promotional channels to use for the ministry's advertising.
- ➔ If a ministry leader sees the need, he/she may use the online form to inquire about promotions intended for outside the church involving an ad, business card, T-shirt, banner, sign or press release.
- ➔ Ministry leaders interested in launching a social media presence are welcome to submit the request through the Request for Promotion form.
- ➔ Handouts, posters, fliers, coupons or displays featuring a single ministry are unable to be accommodated at church. Occasionally staff will make an exception, if efforts of wide impact to God's Kingdom require them. If so, the ministry leader will be contacted.

## *Thinking as one church*

- ➔ Communications will be evaluated based on church-wide priorities, rather than a single ministry's audience, and how closely the ministry's goal ties in with the church's mission statement, below.
- ➔ Graphic logos have been created and established for the church as a whole, and for its major, long-standing ministries. The church will use existing logos for all other ministries in a unification effort.

*To ensure Tomoka Christian and its ministries are presented with consistency and clarity, the communications ministry staff oversees and approves of all communications that involve the Tomoka Christian Church name or logo, or the name or logo of any of the church's ministries.*

## **Mission Statement**

Tomoka Christian Church exists to passionately affect our world with the life-changing Gospel of Jesus Christ. We do this by worshiping God, proclaiming His Word, and equipping and deploying into ministry fully devoted followers of Jesus Christ.

*"Making it hard to go to hell from this generation."*

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