



Session 6.A.2

21st Century Temple Communications

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Introduction

sruti smriti puraNAAnAm Alayam karuNAlayam | namAmi bhagavatpAdam sankaram IOka sankaram ||



The goal of dharma is Universal Welfare – H.H Sri Chandashekara Saraswati

Background

- Hindu Dharma – Everything is based on Vedas – the Universal Truth.
- Sruti – Smriti – Puranas are the Trinity that pass the Universal Truth

Motivation

- Spread The Universal Truth as extolled in Sanatan Dharma.
- Protect Sruti and Smriti from being altered by today's age of convenience and social channels
- Most of all the fear that The Truth is being changed

धर्मो रक्षति रक्षितः
Protected; Dharma Protects



Hindu Temples & Communications

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Hindu Temples – Universal Truth Distribution Centers

- Creating an environment of reflection when quiet
- Building a strong community when bustling with activity
- Always extolling The Truth in Sruti, Smriti, Purana and Sastras

धर्मो रक्षति रक्षितः

Protected; Dharma Protects

Effective Communication – Keys To Temple Success

- Builds strong relationship with devotees and community at large
- Makes the community a better place – spreading information & The Truth in scriptures



Communications – Today's Landscape

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Should be at the root of every temple's operations and efforts

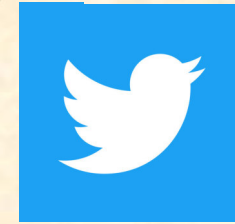
Communications – Yester years

- Letters
- Flyers
- Banners
- Word of Mouth
- Newsletters
- Magazines



Today's Communications

- Facebook
- Twitter
- Instagram
- Email
- Blogs
- Messaging



KNOW YOUR MEDIA WHO PREFERS WHICH CHANNEL



A Temple's Stakeholders & Needs

sruti smriti puraNAAnAm Alayam karuNAlayam | namAmi bhagavatpAdam sankaram lOka sankaram ||



Powerful communications is all about getting people to pay attention and take action

Know your stakeholders?

- Donors
- Members
- Non-members
- Volunteers
- Community
- Youth

General Temple Communications

- Service schedules
- Alerts/Notifications
- Photo journals
- Tax Statements
- Fundraising communications

Seriously!!! Is this all they want

KNOW YOUR AUDIENCE WHO NEEDS WHAT AND WHEN



Communications Strategy & Tactics

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Should be at the root of every temple's operations and efforts

Know your goals



Objectives that help your mandir

- Engage community
- Influence behaviors
- Collect feedback
- Organize data
- Understand likes/dislikes
- Execute plan

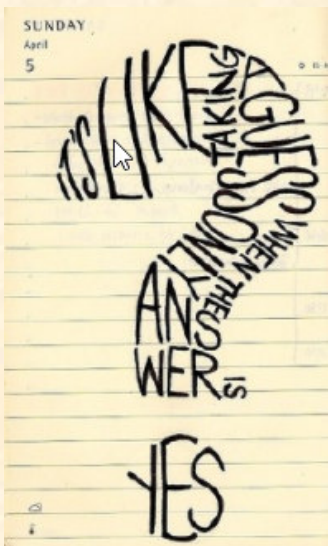
WE MAY LIVE IN A NEW WORLD, BUT OLD RULES STILL APPLY

A Temple's Stakeholders

sruti smriti puraNAAnAm Alayam karuNALayam | namAmi bhagavatpAdam sankaram IOka sankaram ||

Many temples don't communicate with their stakeholders enough

Check if communications are working for you?

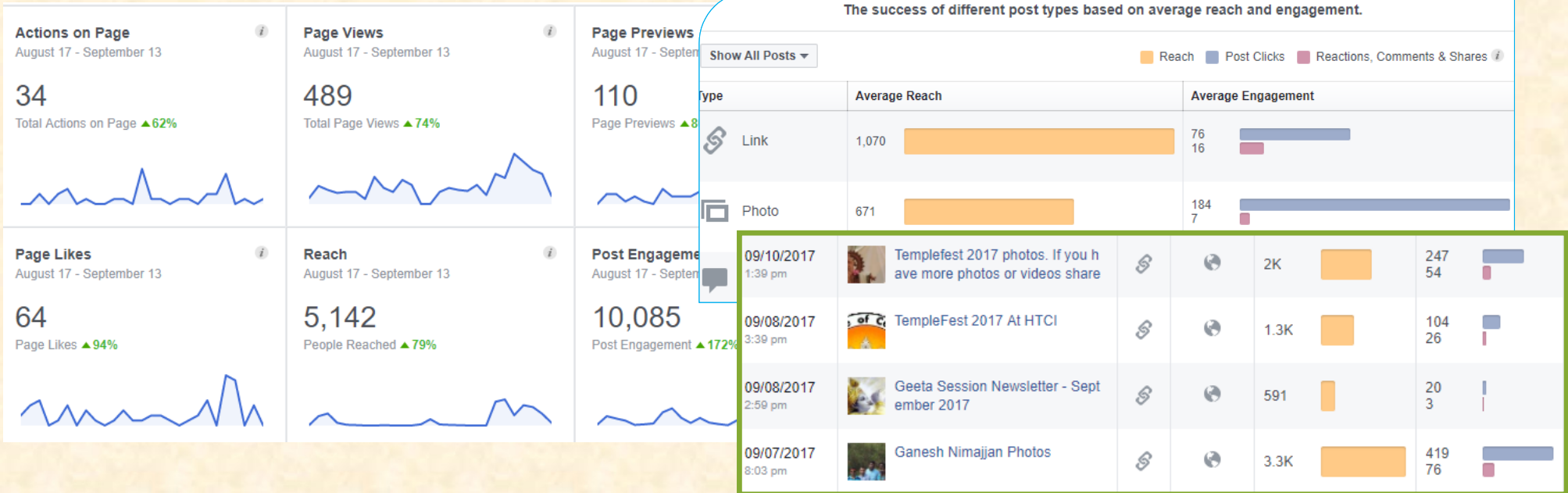


A Temple's Stakeholders

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Many temples don't communicate with their stakeholders enough

Know how your audience is engaging



Hindu Temples & Communications

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Are Akashvani/ Doordarshan losing importance?

- People are changing from just hearing or viewing broadcasts
- They want to interact, let them.
- Use interactive ways to promote your ideas of our “Way Of Life”
- Best of all you get immediate feedback – Like or Dislike

As Mandir Executives

- Make sure your vision and goals are crisp and clear
- Put a multi-year plan to build or revamp your program
- Allocate portion of your budget, assign people – you will need them.

धर्मो रक्षति रक्षितः
Protected; Dharma Protects

DO WHAT OUR SAGES HAVE DONE – LISTEN, LEARN AND ADAPT





REMEMBER

WE MAY LIVE IN A NEW WORLD, BUT OLD RULES STILL APPLY
ONLY THE METHODS HAVE CHANGED

May Sanatan Dharma teach us the way

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Hindu Mandir Executives' Conference
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