

Seminaries and Institutes of Religion

MESSAGING GUIDE

The intent of this messaging guide is to aid communications representing Seminaries and Institutes to external audiences such as youth, young adults, parents, leaders, and other groups. It reflects our objective, conveys modern prophetic promises, and maintains a consistent tone in alignment with the [Church Communication Guide](#). Conversations, materials, and messaging should emphasize the associated prophetic promises to highlight the seminary and institute experience.

OBJECTIVE

Our purpose is to help youth and young adults deepen their conversion to Jesus Christ and His restored gospel, qualify for the blessings of the temple, and prepare themselves, their families, and others for eternal life with their Father in Heaven.

PROPHETIC PROMISES

YOUTH

- Find friends you can trust.
- Feel a sense of belonging.
- Your faith can become rock solid.
- Learn how the Spirit speaks to you.
- Become a true disciple of the Lord Jesus Christ.
- Learn alongside faithful friends and inspiring teachers.
- Receive answers to some of your most difficult questions.
- Grow in your confidence to share the restored gospel of Jesus Christ.

YOUNG ADULTS

- Be a peacemaker.
- Know the purpose of life.
- Learn how to let God prevail in your life.
- Know the truth about who you really are.
- Deepen your conversion to Jesus Christ.
- Live the gospel and feel more joy—right now.
- Feel more of Heavenly Father's great love for you.
- Inspiring instructors, faithful friends, and a feeling of belonging.

Tag Line(s): Use one phrase or a grouping of phrases from above. Shorten if needed, as appropriate.

ALIGNING WITH CHURCH COMMUNICATION

Welcoming	Compassionate	Global	Straightforward
Honest and True	Hopeful	Humble	Inspiring

“We want people to feel at least one—and often several—of these attributes (above) as they interact with Christ’s Church” (1.3, 11). Our messaging guide conveys many of these characteristics and appeals to the “Universal Values of God’s Children: Love, Accepting and Including, Connection with Deity or Personal Spirituality, Family, Community, Authentic Service, and Personal Growth” (2.6, 31).

This unified message expands on the harmony found in [Leading in the Savior’s Way](#), [S&I Policy Manual](#), [S&I Objective](#), and the [Church Communication Guide](#). This alignment will enhance the effectiveness and scope of our communication and awareness strategies.

IMPLEMENTATION

Examples of naturally keying-in on these prophetic promises are given below. “Narrowing your focus to just one message makes your communication stronger. [Consider] one thing...you want the audience to remember from [your] communication” (3.2.3, 53).

Sharing Our Story

Seminary students are building faith, deepening conversion, and remaining active according to a study which indicated participants are 4.2 times more likely to engage with the Church in the future. Institute, which is growing at an unprecedented rate, is likewise helping students become true disciples of Jesus Christ.

Banners, Pass Alongs, Posters, Signage, etc.

Programs may choose to promote their offerings utilizing these messages.

Social Media

Programs should implement social media campaigns that respond to these promises and share the realization of these blessings. This could be done in a *mashup* or series. *Elements of the Messaging Guide should radiate through program channels.*

Devotionals and Graduations

Promotional material for these events may highlight elements of the messaging guide. Addresses might also accentuate the seminary and institute experience by expanding on these key messages.

Youth and Young Adult Gatherers

President Russell M. Nelson noted that this group is “unusually gifted in reaching out to others and sharing what they believe in a convincing fashion.” Student councils and LDSSA chapters should be invited to create, collaborate, or participate in awareness campaigns around these prophetic promises. Asking students which of the prophetic promises resonate with them may be a great starting point. Consider also asking “how, when, and where might we promote these realizations?”

OUTCOME

Alignment in representing Seminaries and Institutes to external audiences across social channels, promotional materials, devotionals, and other platforms, providing a consistent look, tone, and feel throughout the world.

Our Voice

As leaders, employees, and volunteers of the Church, we communicate with many people in many ways. How we share our messages makes a difference. *We want each communication to feel familiar and to represent the Savior’s Church. We can help God’s children come to recognize the Church of Jesus Christ when we all follow the same communication principles.*

