



TENDING THE VINEYARD

Stewardship of Religious Property

Educational Sessions for Strategic Property Planning

SESSION 4 Tips for Controlling Rumors and Misinformation

1. Prepare for rumor control from the beginning of a strategic property planning process

2. Actively invite members to ask about rumors as they hear them

3. Identify a central point or points of contact members can use to check out rumors

4. Make sure the person or persons identified as contacts are available and approachable

5. Put rumors out in the open by making mention of them during member gatherings

6. Use both formal and informal means of communications to squelch rumors

7. Provide a location on the institute's website members can use to ask questions about rumors anytime

8. Provide guidance or talking points members can use when they are asked questions by those with whom they come into contact

