

# STRENGTHEN AND GROW YOUR MINISTRY

## LCEF MINISTRY MOMENTS VIDEO SERIES

### **Summertime Communication**

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Summertime for churches means a change in schedules, new opportunities for short-term ministries, and fluctuating membership due to travel.

#### **How to inform the congregation about the summer months?**

##### **1. Map out the summer**

- Consider worship times, summer ministries, and events.
- Lay out a calendar for the entire summer.

##### **2. Design your communication plan**

- Print your calendar on paper and mail it to members.
- Put your calendar and schedule announcements on the home page of the website.
- Send weekly emails with key schedule information.
- Highlight the upcoming schedule during worship announcements.
- Advertise in local publications.

##### **3. Engage your people**

- Improve attendance during the summer.
- Enhance accessibility for guests.
- Increase member involvement.