

# STRENGTHEN AND GROW YOUR MINISTRY

## LCEF MINISTRY MOMENTS VIDEO SERIES

### **Communication #5 – Newsletters & Magazines**

Rev. Billy Brath

LCEF Vice President Ministry Solutions

Church newsletters are not utilized to their fullest potential and can become redundant.

#### **How to rework the church newsletter into a ministry magazine?**

**1. Determine content gaps**

- Consider what content needs to be published that doesn't fit in other publications.

**2. Look at your congregation's calendar**

- Share follow-up stories about key ministry events throughout the year.
- Note the best month to tell the story about each event.
- Highlight one mission each month.

**3. Share your regular ministries**

- Celebrate what your regular ministries accomplish.

**4. Note your monthly missions**

- Highlight one mission ministry each month.

**5. Decide the personal touch**

- Encourage pastors and other leaders to directly join in storytelling.
- Tell stories of the joys of your church's work.