

STRENGTHEN AND GROW YOUR MINISTRY

LCEF MINISTRY MOMENTS VIDEO SERIES

Fall Communication Prep #1 - Print Rev. Billy Brath LCEF Vice President Ministry Solutions

Summer is a great time to plan your fall ministry and how you communicate with your congregation.

How to best communicate through print media?

1. Copy editor

- Have a copy editor outside the writing process review and mark up documents before they go to print.
- Even if you can't find a copy editor to build this process with, make sure you have someone review materials before they go out.

2. Calendar

- Build a calendar of what gets into people's hands.
- Include everything: Sunday bulletins, newsletters, flyers, invites, etc.

3. Evaluation

- Talk with a cross-section of members about the print media they receive.
- Survey them on what works and what doesn't.

4. Campus walk

- Walk your campus and take note of what print media you have on walls or in stacks.
- Determine if things are being updated regularly and if they are needed.
- Consider if there are better places to put things.

5. Templates

- Assess the templates you already use for things like bulletins and newsletters. Consider them through the lens of the evaluations you've done.

6. Assignments

- Use the calendar of communication pieces to assign writing tasks.
- Make sure people have them on their own calendars so things are completed on time.