

Church newsletters

Purpose: Communicate what's coming up, and highlight major events that have occurred.

Audience: Active members, less active members and potential members.

Tips: Newsletters often take on an air of casualness, which is great for those who are regular attendees and active participants and are in the know. For others, they can seem alienating.

Because you are communicating to people who are not as active as some and to others who are considering becoming members, you need to be very clear and specific.

Here are some suggestions to do that:

- 1) When referring to people use first and last names. Newer attendees don't know there is only one Ralph and may know him by Mr. Jones and not his first name.
- 2) When asking people to make reservations or contact someone for more information give a phone number and/or e-mail address.
- 3) Run calendars two months out. For people who have other demands on their lives, it's nice to know what church activities are planned so they can become a priority when scheduling.
- 4) Cutesy is great for the family Christmas letter, but facts and details are more important in newsletters.
- 5) Make sure the Church name; telephone number, e-mail address and street address are located on more than one page. Sometimes the outside cover gets torn off and then the contact information is lost.
- 6) People profiles are well read. Although people dread doing them about themselves, others appreciate them. Use these for helping people know each other.