



NEWSLETTER GUIDE

Is your church newsletter posted on the family refrigerator?

Is your church newsletter available for visitors?

Who is your newsletter for...congregational members, potential members, visitors, the neighbors?

With a little thought and work the newsletter can be an effective part of church communication and outreach.

Communication

A primary function of many newsletters is to let the congregation know of upcoming events, such as worship services, committee meetings, social events, education opportunities, and outreach projects. The newsletter can also provide its readers with information about church members, such as a significant wedding anniversary; the celebration of births and baptism, a prayer list, and notification of a death.

Outreach

At what point are guests put on your mailing list? Do you provide copies in the narthex for guests to pick up? For those who are homebound, the newsletter may be a vital link to the outside world.

Evaluate and Develop

The following ideas, adapted to your church's needs, may increase your newsletter's use and popularity.

- Consider developing a large-print edition for the visually impaired.
- Put events in a calendar format so that families can quickly check for activities.
- Include the celebration of births and marriages and acknowledge the death of congregational member.
- Include a short book or movie review to inform readers about sources of information and inspiration they may find helpful.
- Spotlight a member each month, be sure to include kids and youth.
- Develop a kids page, this could include short puzzles and games and articles written for or by children, activities that parents and kids could share together.
- Develop a youth page.
- Invite staff and committee members to submit articles pertaining to their area of ministry.

Do's and Think Twice

Do...

- ◆ Consider putting the most important and upcoming activity on the front page.
- ◆ Consider putting the pastor's article inside the newsletter, inviting the member to open the newsletter.
- ◆ Include a table of contents on the cover page, inviting the reader in.
- ◆ Include contact info for the church and pastor in a visible location.
- ◆ Consider including follow-up articles and pictures. Is it always a good thing to know how something turned out, it might peak someone's interest to attend the next event.
- ◆ Share mission stories of members of your groups and individuals...i.e. 17 youth went on a mission trip and repaired the roof on Mrs. Smith's house; the 3rd grade class collected 14 books for LSSI Prisoner Ministry program, etc.
- ◆ Include pictures and short bio's of new members.
- ◆ Always check to see that the correct information is included in the article...date, (month, day, year) time, place, activity, and pertinent details such as a fee, permission forms needed, etc.
- ◆ Always use first and last names. In twenty years when someone is reading a newsletter for historical purposes, they will not know who David was or was it Sarah James or Smith?

Think Twice...

- ◆ About including full financial reports. These can be made available on a bulletin board, or as requested.
- ◆ Committee Reports
- ◆ Meeting Minutes
- ◆ Staff Reports