



## Have a Plan

Your church wants to impact lives, helping people know Christ and engaging them through Christian discipleship and outreach marketing. The way you can accomplish this is through your Church Marketing Plan. For information: <http://tinyurl.com/church-plan>

## Find Out What You Need

Could your church communicate more effectively? Are you getting the most value for your communications dollars? No matter how well we think we're communicating, we may be able to do even better. How do we find out? We evaluate and we ask questions, evaluate again, and make changes as needed. That's the basis of a local church Communications Audit. For information: <http://tinyurl.com/com-audit>

## Different Tools for Different Needs

- **Advertising**  
Church Advertising is an effective way to promote your congregation's identity with your community, and open hearts, open minds and open doors. UM Communications has resources <http://umcom.org> for campaigns including Rethink Church and Imagine No Malaria. Companies such as <http://Outreach.com> have materials developed specifically for churches from banners to direct mailing. 65% of adult millennials (born between 1985 and 2004) say they prefer to read something on paper. More than 64 percent of people surveyed say they value the (snail) mail they receive.
- **E-Newsletter**  
Many churches distribute at least one newsletter per month, and many still deliver them through U.S. postal mail. While this is fine, you might want to consider providing an E-newsletter, an electronic version of your newsletters, to display on your website for visitors to view. In addition, you may want to move toward electronic delivery of your e-newsletter to save time and money and to expedite delivery. This doesn't mean you do away with the print version for those who still prefer to receive the newsletter by regular mail, but it does mean you start using the power of electronic communication and the Internet to expand your reach in more cost-effective and efficient ways. In addition, the money you save on postage, paper, printing and personnel can be used to fuel a dynamic Web ministry or fund the start-up of a website for your church or organization. For information: <http://tinyurl.com/electronic-news>
- **Email Marketing**  
Almost everyone these days has at least one email account. Email has become the preferred method of communication for personal and professional use in the 21st century digital age. So why not harness the power of this easy and quick Internet tool to boost your church or organization's contact with members and visitors? For the church on a very limited budget, there are places you can go to get a free email account. The key to successful email communication is knowing your target audience and sending one clear, key message. For Information: <http://tinyurl.com/e-mail-church>
- **Polls and Surveys**  
In Web ministry, you want to receive regular feedback from members, visitors and seekers to your church or organization's Web presences, such as a website, blog or social network. One way to gain this feedback is through polls and surveys, which can be created and posted electronically and generate quantitative as well as qualitative data. Polls are usually limited to one question with a multiple choice option or range to

gauge a person's opinion or impression of a particular aspect of your Web ministry or Web presence. Online surveys, on the other hand, can have multiple questions in a variety of formats (yes/no, multiple choice, short answer, ranking, etc.). This type of feedback is best suited for a more comprehensive evaluation or response to an event (pre or post), ministry area or overall planning process. For information: <http://tinyurl.com/church-poll-survey>

- Websites

Even though Web ministry is much more than having a Web presence or website, churches launch a website as a primary tool for staying connected with members and reaching out to seekers and visitors. Learn more about design, writing, safety precautions and more: <http://tinyurl.com/website-church>

- Blogs

Would you like to reach 1.596 billion people every day with your church's ministry and mission absolutely free? Then you might be ready to start a blog ministry. With nearly 120,000 new blogs appearing in cyberspace each day, it is time for your church to harness this free online communications tool. A blog is a "Web log" originally developed as an electronic journal or diary for people to share personal experiences. How to start: <http://tinyurl.com/church-blogs>

- Social Networking

Dale Carnegie said, "You can make more friends in two months by becoming really interested in other people than you can in two years by trying to get other people interested in you." Although his comments preceded Internet-based social networking, Carnegie was on target. With the contagious nature of social networking in cyberspace and a few well-tested relational strategies, your church can grow its ministry and fulfill its mission to make disciples of Jesus Christ for the transformation of the world. Here are a few of the most popular free choices: Facebook, Twitter, LinkedIn, Pinterest, MySpace and Google+. For information: <http://tinyurl.com/church-social-networking>

- Text Messaging

Text messaging or "texting" is a way to communicate short tidbits of information (originally 160 characters or fewer) with individuals or groups. With more people migrating from email and computers to text messaging and cell phones, especially youth and young adults, it is becoming an important way to keep in touch and communicate effectively. A Short Message Service (SMS) such as <http://churchtextpro.com/> can be used to send messages from mobile phones.

## Additional Tips

Ideas for Improving Your Bulletin <http://tinyurl.com/better-bulletin>

Do you need art?

An abundance of stock photography and illustrations will work with just about any budget. For example, <http://www.Dreamstime.com> allows you to purchase prepaid shares to buy royalty-free images that start around a \$0.20/image. There is also a section where photographers donate their images, so you can download them for free.

Tips for Direct Mailing <http://tinyurl.com/direct-mailing>