

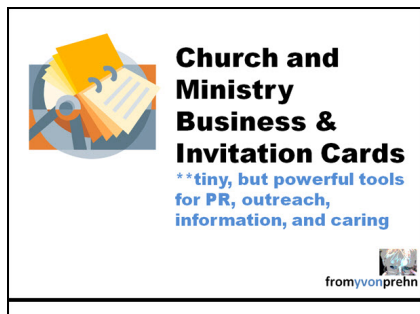
*How to get the most out of the  
Effective Church Communications  
Toolkit on.....*



*An Overview of:*

- What's Here: an overview of material on this section of the website
- How to use the various types of resources
- Tips for how to make the most out of the materials in a training setting and for personal learning
- Spiritual encouragements to keep you strong

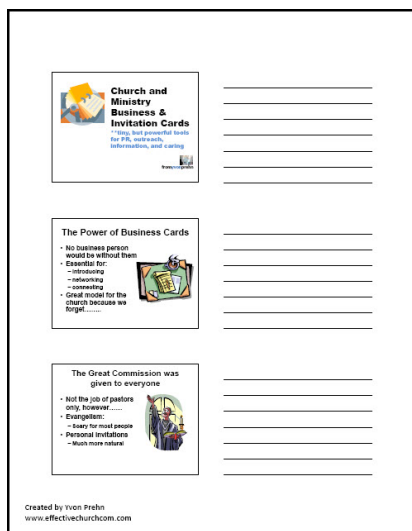
# What's in the TOOLKIT: Church & Ministry Business and Invitation Cards on this website and how to use the materials yourself and with your staff and volunteers for maximum ministry impact



## VIDEO: Church and Ministry Business & Invitation Cards

This video will give you an overview of how and why you should use business cards in your ministry to give your people an evangelism and invitation tool. The cards can be used either for your church overall or to grow individual ministries within the church.

I recommend that you watch this video first to give you a good overview of the communication piece and the motivation for creating and using it. Then share it with staff and volunteers would benefit.



## PDF of handouts that go with the Video

For your own note taking or for a group if you are using the video to train a communication team or volunteers, you can print out this PDF of notes.

### *Additional notes:*

If people know why they are asked to create various church communication pieces they will be much more committed to the work it takes to produce them.

You can order your staff and volunteers to create church business cards, but if you show them a video like this where they can see why and how these little cards can greatly benefit a ministry and through the video catch a vision for how these tiny cards can be used in great ways to share their faith, they will be much more likely to create good ones and use them.

**Three additional videos: the videos on this page will show you how to create a resizable map, a logo, and a business card for a men's ministry. These communication projects are useful not only for church business and invitation cards, but for many other communication projects. Make sure your staff and communication volunteers know they are available.**



### **VIDEO: How to create a simplified, resizable map**

Even in these days of GPS and online mapping programs, often nothing beats a simplified, paper-based map.

But how to create them? That can be difficult if you think you need to draw them from scratch. This brief video will show you how to easily and quickly trace over an image in MS Publisher and then how to create a resizable map you can use on print or the web.

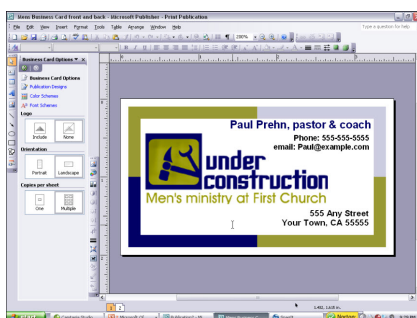


### **VIDEO: How to create a logo using LogoSmartz**

I love this little program! It is only \$39 (available from [www.logosmartz.com](http://www.logosmartz.com)) and it is extremely easy to use to create logos. This video will show you how to create one for a men's ministry.

LogoSmartz has updated their interface a little bit and added some additional templates since I did the video, but the basic process is the same.

You don't need to spend a lot of time or money for logos for the various ministries of your church—you can do it quickly and easily with this program.



### **VIDEO: How to create a business card for a men's ministry using MS Publisher**

This video will show you how to create a business card that doubles as a ministry brochure. The image below the video image shows you the back of the card and all the information you can pack in. Most men won't carry around a brochure or the church bulletin to remind them of a ministry they might want to attend. A business card that fits into their wallet is much more useful.

The video shows how to create the card in MS Publisher, how to coordinate the colors, select type and images.

This video is useful for training in how to create any kind of ministry business and invitation card. Create them for the ministries in your church—you will be amazed at how they will increase attendance.



## ***An e-book and a position paper about Church Business & Invitation***

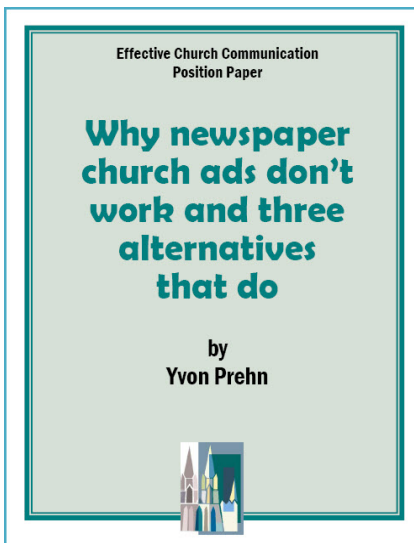
***Cards: some folks would rather read something than look at a video to learn why these communication pieces are useful for church and ministry growth. Even if you enjoy watching a video, these books, and the position paper have additional materials that will be useful.***



**PLEASE NOTE:** along with membership in Effective Church Communications we grant you the rights to make as many copies as you wish for your church staff and communication volunteers.

### ***E-book: Church Business & Invitation Cards, outreach, PR, caring and information all in one***

This 34-page book gives a good overview of the how and why of church business cards, plus it has a number of examples of different kinds of cards along with commentary on how to use them in different ministry situations and for different purposes. Important introductory reading.

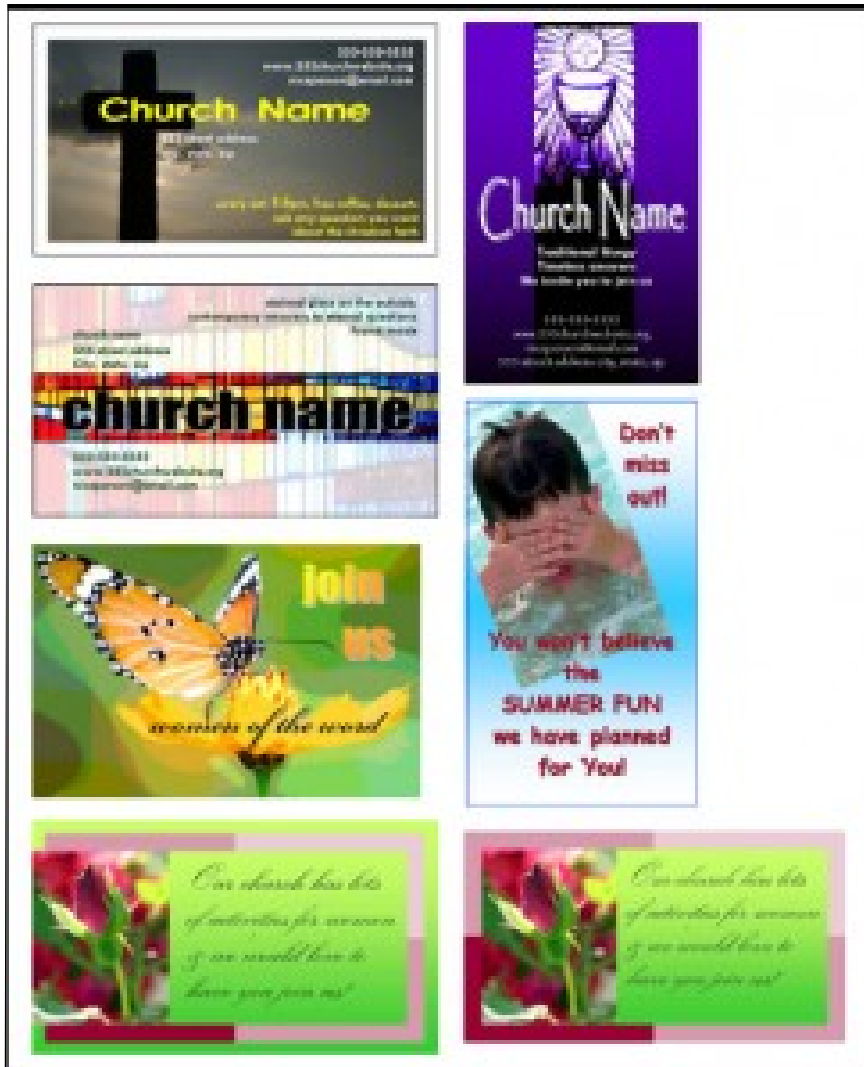


### ***Position Paper: Why newspaper church ads don't work and three alternatives that do***

Obviously, church business and invitation cards are one of the alternatives that works. This 7-page book is an excellent foundation piece for your staff to read to help everyone be supportive of the work of creating church invitation cards.

It's sometimes easier to let go of ways that may not be as successful as new ones might be when you have good reasons for a replacement.

***MS Publisher, editable templates: this is a ZIP file that contains MS Publisher files for all of these church business and invitation cards.***



Three of the templates are for churches, each in a different style.

The other s are two for women's ministry and one is for children's ministry.

All of these also have jpg files on the zip file also.

**How to use:**

Download the ZIP file to your hard drive, then simply click on it to open the files.

You have to know how to use MS Publisher to open and edit the files.

Feel free to modify these files in any way you want.

You can share these with any departments or computers within your church or your church volunteers.

Spiritual encouragement —

## **Present your message responsibly and then trust God for extraordinary, eternal results**

*Son of man, I have made you a watchman for the house of Israel; so hear the word I speak and give them warning from me. When I say to the wicked, 'O wicked man, you will surely die,' and you do not speak out to dissuade him from his ways, that wicked man will die for his sin, and I will hold you accountable for his blood. But if you do warn the wicked man to turn from his ways and he does not do so, he will die for his sin, but you will have saved yourself  
(Ezekiel 33:7-9).*

There are two lessons in this passage for Christian communicators—one of responsibility and one of trust. In the area of responsibility, we must present the message of the good news of Jesus Christ clearly and completely.

We tell the salvation story in our publications in print and online by the messages we share, by the lives we profile that exhibit principles of faith. We use our church communications to bring people to church events where they can hear the gospel message and experience our church family.

We use every means we can—clear writing, appropriate typography, and quality graphics to communicate our message. Having done all we can in the tangible world of church communication creation we must then move into the more intangible area of trust. We might be able to change the design of our bulletin, newsletter, or website, but we can never change hearts. Only God can do that.

We also may never know the extent of the influence of our publications. We can and should take reader surveys and solicit feedback, but we may never know how a newsletter message passed on to a neighbor or a forwarded email Bible study may have changed a life. We may never see how a written article or email devotion was saved and read again and again by a person alone.

When the little boy gave his small lunch to Jesus, he had no idea his Lord would use it to feed 5,000 people. In the same way we offer in faithful service our bits of words and type. He determines how they will be used—our job is to do our best and then to offer our work to him.

We may someday be surprised by the tap on our shoulder in heaven and hear the story of a life changed because we had the courage to be a faithful watchman and shared the gospel message or a word of hope and encouragement in our church communications.

From: *The Heart of Church Communications, beyond tools and technique a biblical basis for creating church communications* by Yvon Prehn, available at [www.lulu.com/yvonprehn](http://www.lulu.com/yvonprehn)