



# Father's Day & Men's Ministry

**communication tips,  
ideas, samples**

**yvon prehn**

# Introduction & Contents

## **Make your Father's Day church communications a challenge to ministries, service, and discipleship**

The communication and outreach marketing approach on Father's Day is very different than that on Mother's Day. On Mother's Day, many family members who usually don't attend church will attend to honor Mom. Because of that, for Mother's Day we should direct many of our communication pieces to the non-regular attendees and work to get them involved in the church.

Father's Day is very different. If a man normally does not attend church, going to church on Father's Day is probably not his idea of a way to celebrate. But that doesn't mean your Father's Day communications can't accomplish significant goals in outreach and disciple-building.

Instead of an outreach to unchurched men, use Father's Day as an opportunity to challenge the men of your church to deeper involvement in the church, service to the community, and to discipleship.

The communications pieces in the book and on the website:

**[www.effectivechurchcom.com](http://www.effectivechurchcom.com)** will help you do that. Below are the materials in this book. On the website are downloadable zip files and jpgs of the flyers and men's business cards that you can edit and personalize for your church.

## **What's here to help you celebrate Father's Day and grow your Men's Ministry**

### **Overview article: What not to do and what to do if you want to grow the Men's Ministry at your church**

This is an overview article that will give you ideas on what works and what doesn't to advertise and get men to ministry events at Father's day and year round. It isn't always easy, but the results are worth it.

### **Samples with Commentary**

This section contains samples from churches of communications used for a variety of men's events along with commentary on how they were used, what worked, and what might have been done to make them more effective.

### **Father's Day PDFs ready to print and to use as ideas**

Here is a selection of PDFs that are ready to print and use as Father's Day bulletin inserts, postcards or handouts. You can personalize them on the back for your church. If you would like editable versions in MS Publisher, they are available at: [www.effectivechurchcom.com](http://www.effectivechurchcom.com)

### **Information about Effective Church Communications**

There is so much more to help you become an effective church communicator at [www.effectivechurchcom.com](http://www.effectivechurchcom.com)—check it out!

# What not to do and what to do if you want to grow the Men's Ministry at your church

Father's Day is a great time to focus on and do PR to grow a Men's Ministry. Growing a Men's Ministry is one of the most challenging tasks for church communicators, but it can be done. The following excerpt is from my book, *Ministry Marketing Made Easy*. The book is currently under revision and not available as a whole, but I am sharing this section with you because it is very useful for marketing on Father's Day to get men involved in Men's Ministry events.

## Real life story about the limitations of prayers and good intentions

**True story here:** a church, in a town which shall remain unnamed, was experiencing great numerical growth. It had grown from 600 to over 1800 in attendance in three years. The Sunday service was spectacular, with seeker-sensitive music, drama, and powerful need-centered preaching. Individuals were making decisions to become a Christian every week and the church was growing in numbers. They were doing many things right.

Though grateful for the growth, the church staff was concerned because the growth was primarily in the Sunday morning service. The leadership realized that people also needed to grow in Christian maturity in addition to their primarily passive involvement in the Sunday service. The staff decided to address this issue by beginning a men's ministry, where they could intentionally work to develop the men into mature disciples.

They decided that the kick-off event for the men's ministry would be an evening when they would start a new men's Bible study group. They felt that getting the men of the church into an in-depth Bible study was an important foundation for discipleship. So far, so good.

Now, how to get them there? The staff prayed about the kick-off event. They advertised it for four weeks in the bulletin and newsletter, on PowerPoint and through lively announcements from the pulpit every Sunday.

After all their promotion and prayer, the staff expected at least 100-200 men to show up. The night came for the event. The twelve men from the church staff and the planning leaders enthusiastically set-up tables and chairs for 200, expecting a great response.

Three men came.

What went wrong? The staff did all the right things, spiritually. They followed a biblically sound ministry model, they planned and prayed, and then they prayed some more. They held more meetings and prayed more. They advertised the way they advertised other events in the church, but admittedly the church was doing little else other than Sunday morning.

## The marketing plan for the men's ministry

Though they did all the right things spiritually, the staff didn't do effective Ministry Marketing. Before some suggestions, let's look more closely at how they marketed the Men's Ministry Bible Study Kick-off:

1. They advertised the study for four weeks in the newsletter and bulletin. Their belief concerning the effectiveness of these communication pieces was that the

most important criteria for success in print publications was how the pieces looked. Therefore, the pieces were produced by a professional advertising agency in full-color on glossy paper. The staff loved them.

2. The content of the announcement was the same in both the newsletter and the bulletin. It said, "Men's Bible study starting Sept. 8. All men of the church are encouraged to attend. Sign up in the church lobby." That's it. No detail, no reasons to come. The staff felt that people wouldn't read a lot of text.

3. They announced the event from the pulpit in the same way for four weeks, and used PowerPoint® each week to illustrate the announcement. The PowerPoint presentation was attractive and well done. The staff thought they were great-looking.

### **What looked right and what went wrong**

At first look all the actions above seem like a good way to market the program, so what went wrong? Here are some of the most obvious problems:

1. Though the event planners advertised the event a total of eight times in their printed material and PowerPoint (a good number of times), the announcement was virtually worthless because it didn't give the complete information details that would enable the men to attend the event. The materials produced did not tell the men:

- The time the event was going to start
- Where it was going to be held.
- What was going to happen once they got there.
- Why they should bother to come (other than because church leaders said to).

The inclusion of these details, boring and uninteresting as they may seem, is essential. Your congregation members are not mind readers. It doesn't matter how beautiful the graphics are in a communication piece if essential details like these are left out. All of the details must be included every time and as a part of every announcement of an event if you want people to attend.

2. They made a number of additional incorrect ministry marketing assumptions because the staff assumed that men would find out the information regarding starting time and location, and would write it down and remember it when they went into the church lobby to sign up for the study. That is what they told them to do. This was a deadly assumption.

### **If you want to give any event the kiss of death and guarantee no response at all, tell people to "sign up in the church lobby."**

Nobody does, especially guys.

After church is over, does any man to say to his wife (please forgive any implied sexism in this illustration), "Honey, would you please wait for me in the car while I find out where to go sign up for the men's Bible study?" It doesn't happen. I know my own husband's most pressing thought after church is—where are we going for lunch? Following the thought of food is football, basketball, or hockey, depending on the time of year. Most men I know, godly guys that they are, are similar in their after-church priorities. Trying to find a table in the church lobby to find out informa-

tion about something that you may or may not be interested in simply is not a priority, even if by chance a man remembers he was told to do that.

Any time you require people to take a second step (call the church office for more information, sign up in the lobby, etc.) to find out essential details that they need to show up for any event, you will drastically cut down attendance.

More incorrect ministry marketing assumptions and how to correct them

### **The staff assumed that men would remember the details from the PowerPoint® announcement presented every Sunday.**

Most men don't. PowerPoint® is great for song lyrics, to set a specific mood for worship, or for graphics to reinforce a story or theme, but few men (women or teenagers) sit in worship, pencil in hand, ready to take notes off of a PowerPoint® presentation. A bulletin insert, ready to post on the refrigerator with all the details on it, would have been much more useful.

### **The staff assumed that having the pastor encourage the men to come to the event meant something to the men and would make them want to come.**

It usually doesn't. Pastoral leadership doesn't have the influence it once did. We live in an irreverent age, an age that doesn't admire authority. A personal invitation can be powerful, but pleas from the pulpit to attend events that aren't particularly appealing to uninvolved church members, men or women, are seldom heard, let alone acted upon.

### **The staff assumed that men would want to come to a Bible study.**

Most men don't. There was nothing in any of the advertising that told potential attendees what they would study, what it would do for them, or if it would change their lives or benefit them in any way. Just mentioning a Bible study simply makes lots of guys feel guilty, not hungry for the Word. For most people, even church attendees who are new to the faith, a Bible study is not a felt need. We may think it ought to be, should be and that's true. But for most people, it isn't.

### **The staff just assumed that a Bible study meant as much to the new Christians and unbelievers who attended the church as it did to the church staff.**

It doesn't. Remember: The number one question people ask when they get an advertisement for anything from the church or elsewhere is, "What's in it for me?" If that question isn't answered quickly, clearly, and in a way that meets a need, people don't show up.

Some of the previous comments might seem rather unkind and somewhat brutal, or cynical. You may be thinking, "You shouldn't talk about church Bible studies that way! People do what our pastor says! I just know people are impressed with the PowerPoint® slides we make before the service starts."

I'm certain my observations aren't true in every instance. Please know that I'm not sharing these observations from a cynical heart, but from a heart that cares passionately about the church of Jesus Christ and fervently believes in the value of Bible Study for growth as disciples. However, we have to start being honest in the church about what works and about what doesn't work if we are going to

market our message effectively and have people respond.

We are losing the hearts and souls of people to every imaginable philosophy and religion other than a saving trust in Jesus. If some people make a decision for Christ, so often they remain baby Christians all their lives because the church doesn't seem to offer them anything more interesting than what is on TV. This has to change for the church to become the powerful, life-changing force it could be. Attempts to get people to church and involve them in activities of the church are not working very well in most cases and people must become involved in more than Sunday morning if they are to grow up in the Christian faith.

## **What the men's ministry planners should have done**

In the example above, the church leaders needed to pray, but they also needed some marketing savvy and some common sense. They should have:

**1. Given complete information each time the event was mentioned in writing.** Remember, "The message is the message." It doesn't matter if you spend a pile of money for four-color printing if you don't give the time something starts or the location for the event. Complete basic information is the foundation of all successful ministry marketing.

**2. Sent out a series of postcards and email blasts to the men of the church,** in addition to providing the newsletter and bulletin announcements. Postcards, if done correctly, tend to get carried directly from the mailbox to the refrigerator. Once posted, an announcement on the refrigerator is a far more likely to illicit a response than an announcement in a discarded church bulletin. Email notices can be added to electronic calendars. All the details mean nothing if they can't be accessed when needed.

**3. Provided food and advertised how great it would be.** A good, hearty, regional favorite dinner (and lots of it) at the kickoff event is an example of being market savvy and providing something men would enjoy.

**4. Made it an event that would appeal to men for more than primarily spiritual ones.** Starting the Bible study series with a locally popular speaker (a sports figure, perhaps) who is also a believer in Jesus that the men would want to come and hear would have also been a good idea. Guys hear the pastor every week. A successful business man or athlete or coach can help men see that the values of the Bible transcend Sunday morning.

**5. Be honest about the spiritual value.** Most men want to have a lasting and significant impact on their families and those close to them. Becoming a man of wisdom, insight, and strength that a study of the Bible and becoming a mature disciple of Jesus can provide is a great benefit. In the outreach materials, these benefits should be clearly stated. We have the Words of eternal life; the message of true and significant power. We should not be shy in sharing it.

## **Growing and advertising a men's ministry isn't easy, but it also isn't impossible**

There are numerous challenges and a lot of hard work that needs to be done to advertise, promote, and grow a Men's Ministry at Father's Day or any time of the year, but it is worth it.

A strong group of men who are growing in Jesus and discipleship is a joy and strength to churches and families not only at Father's Day, but throughout the year.

## **Father's Day PDFs ready to print and to use as ideas**

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**[www.effectivechurch.com](http://www.effectivechurch.com)**

**THE SIGNAL MOUNTAIN HABITAT HOUSE**  
**We're building hope in our community.**  
**LEND A HAND**



**SIGNAL CREST LINC WORK DATES:**  
 Wednesday, 11/6, 12/13 and 1/21  
 Saturday, 1/16, 12/13 and 1/24

**Volunteers Needed**

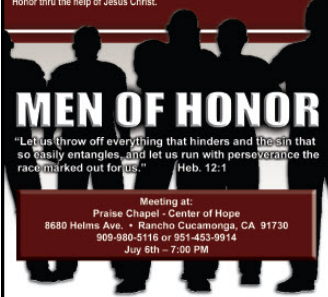
- ✓ General Construction Volunteers
- ✓ Skilled Construction Coordinator
- ✓ Lunch Coordinator and Helpers
- ✓ Site Clean-up Volunteers

 **Habitat for Humanity**  
 of Greater Chattanooga

For more information, take one of the flyers or contact Krista Oglesby at 888-9922 or e-mail [Habitat@signalcrestumc.org](mailto:Habitat@signalcrestumc.org) or the Habitat office at 756-5627

**CALLING ALL MEN**

Join us Monday evening July 6th at 7:00 PM for a time of sharing the word of God, personal ministry and fellowship among men of faith in Jesus Christ. This will be a great time to hear, learn and strategize together on how to keep the victory in our daily lives as husband's, father's, brother's, and son's. This will be the first meeting of a new ministry as we strive to become Men of Honor thru the help of Jesus Christ.



**MEN OF HONOR**

"Let us throw off everything that hinders and the sin that so easily entangles, and let us run with perseverance the race marked out for us." Heb. 12:1

Meeting at:  
 Praise Chapel - Center of Hope  
 8680 Helms Ave. • Rancho Cucamonga, CA 91730  
 909-980-5116 or 951-453-9914  
 July 6th - 7:00 PM

TODAY, after Church in the gym.....

**Join us** for **Hot Dogs and all the fixins!**  
 cookies, cupcake, and dessert!



Only: **\$5 a person, \$15 a family** and you don't have to cook!

While you munch, enjoy the **Men's Ministry Silent Auction**  
**goods & services: great deals!**  
*\*all proceeds to men's retreat scholarship fund*




**Refrigerator Reminder:**



**Men's Breakfast**  
**Coastline Bible Church**  
**Saturday, September 19**  
**7-9am**

**\$5 a person**  
**Pay at the door**  
**Money to go for Men's Retreat Scholarships**

*Come for a great time of food and fellowship!*

## A collection of samples of Men's Ministry Communications

There are many ways and many events you can hold to advertise and get men involved in a Men's Ministry.

Following is a selection of samples that were sent in to Effective Church Communications. Use them to inspire your church to create materials that will involve men in the ministries of your church following Father's Day and for other times of the year.

If you have samples you would give us permission to share, please send them to: [yvon@effectivechurchcom.com](mailto:yvon@effectivechurchcom.com)

Thank you in advance, not only for sending samples if you do (if not, no worries), and for taking the time to reach out to the men in your church to help them become all Jesus intended them to be.

## An all purpose PR piece for Men's Ministry that does almost everything right

This is a great PR piece that does all the right things to get men involved.

Please read the previous article that discusses all the things that a church did not do so they would have a successful Men's Ministry outreach. In their advertising they did not have a piece like this that gave the details of how to actually get to the event, plus some reasons why men should come.

This piece could be used as a postcard, handout, bulletin insert, invitation, or email attachment.

*The only thing that could have made it better?*

Advertise some food! It is for guys and guys like food—it was no accident Jesus was always cooking up fish fries.

# CALLING ALL MEN

Join us Monday evening July 6th at 7:00 PM for a time of sharing the word of God, personal ministry and fellowship among men of faith in Jesus Christ. This will be a great time to hear, learn and strategize together on how to keep the victory in our daily lives as husband's, father's, brother's, and son's. This will be the first meeting of a new ministry as we strive to become Men of Honor thru the help of Jesus Christ.

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Meeting at:  
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July 6th - 7:00 PM

# Men's Fall Retreat Brochure

Lots of great information here for the men: tells them all about the retreat, what to bring, has website for more information.

Also good: the theme for the retreat:

**God's Blue Print for a Man's Faith**—a very male-specific, strong, manly-sounding one.

One question, and I'm sure it is a regional thing: whatever is a "corn hole?" It's in the "Feel free to bring" section.

## 2007 FALL RETREAT NOVEMBER 3-4



### A-MEN

If you are a man at Carmel Lutheran, you are a member of A-MEN

**Mission Statement**  
"To grow and enrich the faith, fellowship, and servant hood of men in Christ."

[www.carmellutheran.org](http://www.carmellutheran.org)

Men's ministry news is found in the family section. Just click the "Family" link.

### WHAT TO DO WHAT TO KNOW

Meals and accomodations provided: \$49 all inclusive cost.

Bring a pillow and a sleeping bag or blanket-beds are provided, but NOT bedding.

Detailed information about Camp Allendale is available at their website  
[www.camp-allendale.org](http://www.camp-allendale.org)

Feel free to bring movies, games, cards, corn hole, etc. for use during free time.

Sign up on the sheets located in the Narthex or outside the Worship Center.

If you want to sign up now and pay later, RSVP to Mark Brandt at [mbrandt007@msn.com](mailto:mbrandt007@msn.com) or call him at 317 757-6739 or 262-331-0286

Make checks payable to "Carmel Lutheran". Please write "A-Men Retreat" in the memo area of the check.

Reservations need to be received by October 21st.

### MEN'S FELLOWSHIP



Reserve space now. The retreat will fill fast as we are limited to 36.

## Postcards advertising Men's Breakfasts

Men's Breakfasts are great for outreach and fellowship for Men's Ministry and here are two examples that could be used either as postcards to mail out, invitations for men to give away, and as bulletin inserts.

One good thing about the top one is that it tells you plainly what you are supposed to do with it: it is a **Refrigerator Reminder**.

Hopefully the person getting it will post it so that no one will forget the event, the time or cost because it will be on the communication center of every home—the refrigerator!

*Refrigerator Reminder:*



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**Saturday, September 19**  
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**\$5 a person**  
**Pay at the door**  
**Money to go for Men's Retreat Scholarships**

*Come for a great time of food  
and fellowship!*

**RISE ☀ SHINE!!**  
**SATURDAY**  
**Sept. 13 @ 7:30am** 

**Men's Breakfast**

 **Matt's Topic: "Priorities -  
How to Decide What is Important"**

## Volunteer materials work well as outreach materials

One of the best ways to involve unchurched men in your church or in the Men's Ministry of a church is to invite them to join the men of your church in a volunteer activity.

Which invitation do you think a man who doesn't go to church, but who has friends who do, would respond to?

*"John, how would you like to come to our Bible study on the mysteries of the Trinity?"*

Or

*"John, it would be great to have you join me and some of my buddies when we work on the Habitat for Humanity build this Saturday. It's great work and they feed us!"*

Maybe the topic of the Trinity was a bit of an unfair example, but you get the idea.

First introduce unchurched men to the men of the church who are doing a worthwhile construction, community-serving project. After a few encounters like that, a man would feel much more comfortable coming to a church where he already knows some of the guys.

**THE SIGNAL MOUNTAIN HABITAT HOUSE**  
**We're building hope in our community.**  
**LEND A HAND**

**SIGNAL CREST UMC**  
**WORK DATES:**  
Wednesday: 11/5, 12/10 and 1/21  
Saturday: 11/8, 12/13 and 1/24

**Volunteers Needed**

- ✓ General Construction Volunteers
- ✓ Skilled Construction Coordinator
- ✓ Lunch Coordinator and Helpers
- ✓ Site Clean-up Volunteers

 **Habitat for Humanity**  
of Greater Chattanooga

For more information, take one of the flyers or contact Kirsta Oglesby at 886.9022 or e-mail [Habitat@signalcrestumc.org](mailto:Habitat@signalcrestumc.org) or the Habitat office at 756.0507

## Final in a series of PR pieces about Men's Silent Auction

To raise money for scholarships to the Men's Retreat this church decided to do a Men's Silent Auction where the men of the church paired up to offer all sorts of construction services, repair time, guitar lessons, and gardening help.

A flyer like this advertised it (earlier versions had the various tasks being offered printed on the back). It could be used as a bulletin insert, postcard or giveaway.

This one was the final one given out as people went into the church the day of the Silent auction and lunch so people would be reminded and attend.

Don't forget the power of a last-minute invitation or reminder. A visitor might just stop by and make a connection with the people of your church.

It not only raised the money needed for the men's retreat, but it gave the men of the church an opportunity to work together and serve the congregation.



**TODAY, after Church  
in the gym.....**

# Join us

for  
**Hot Dogs and  
all the fixins!**  
cookies, cupcakes,  
and desserts!



**Only:  
\$5 a person,  
\$15 a family  
and you don't have to cook!**

While you munch,  
enjoy the

# Men's Ministry



# Silent Auction

**goods & services: great deals!**  
**\*\*all proceeds to men's retreat scholarship fund**

## For Men's Ministries, try a combination invitation card and brochure

Most men, no matter how much they benefit from the Men's Ministry at church most likely will not have the times, dates, location information, or the website memorized.

In addition, most of them probably would not carry around a brochure to explain it or to use as an invitation to their friends.

A card like this that gives you all the information you need, plus directs you to the website for more is a great resource to make up for all the men in the church to carry with them at all times.

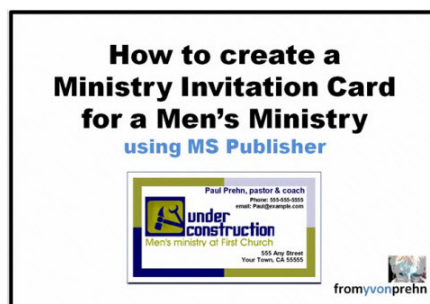
You never know when they might meet someone who might come to your church for an Men's Ministry event. With a card like this, the men of your church are never without an opportunity to share.



### Additional Resources:

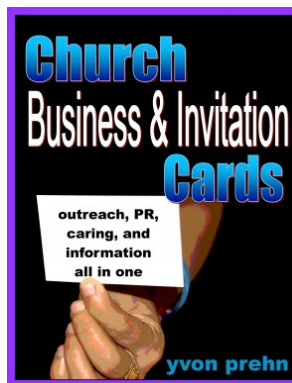
On our website you'll find a video that shows how to create this kind of Business Card using MS Publisher. The website is:

[www.effectivechurchcom.com](http://www.effectivechurchcom.com)



In addition, on our storefront at:

[www.lulu.com/yvonprehn](http://www.lulu.com/yvonprehn) is both an e-book and a CD that covers the topic of creating Invitation Cards in detail with lots more how-tos, samples and tips.



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# a godly Father is:



**F**aithful, to God and family.

**A**ble, to discern God's will in trying times.

**T**hankful, for all the joys and trials of life.

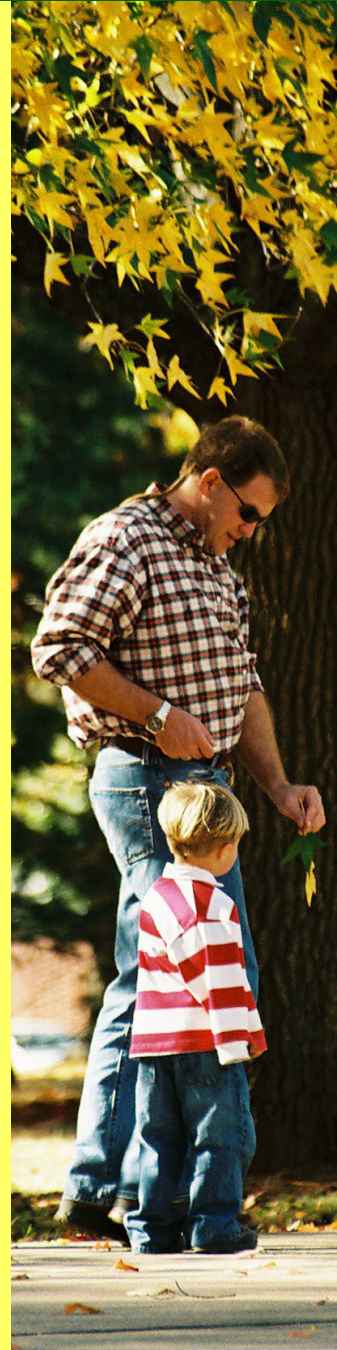
**H**appy, no matter what the circumstances.

**E**nthusiastic, about a life lived with purpose.

**R**ighteous, rock solid in heart and mind, from a growing relationship with Jesus.

For these things and so many more we praise God for our Fathers, this Father's Day and always.

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We never outgrow our need for Fathers.  
Because we are never too big for  
Fathers to stop holding us, nurturing us.  
That's the character of a Father.  
Even Jesus, King of Kings, our Lord  
Bowed and said, Abba, Daddy, Father.

Today we thank our heavenly  
Father for giving us the gift of  
earthly Fathers.



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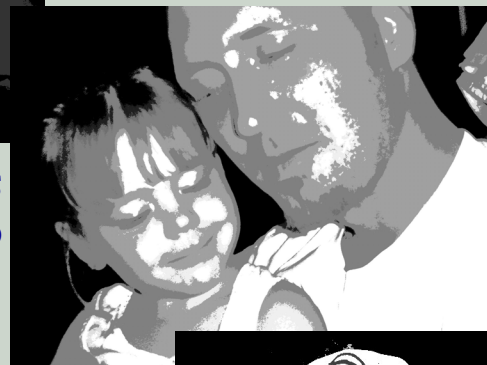
**There are so many times**



**and so many reasons why you are wonderful!**



**Father's Day gives us an excuse to celebrate them all.**



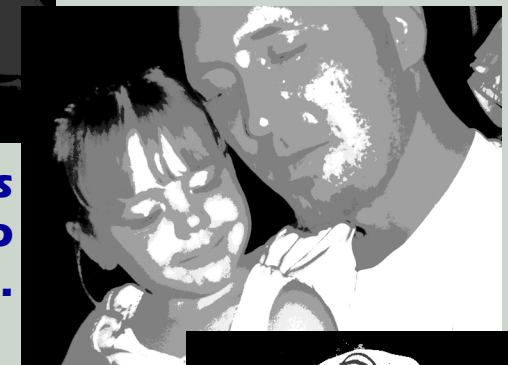
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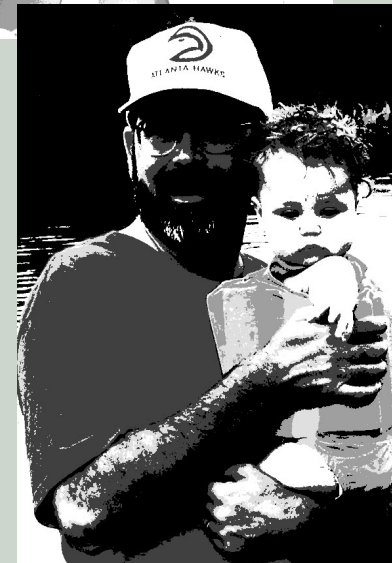
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**Happy Fathers Day!**



**Happy Fathers Day!**



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Proverbs 27:17



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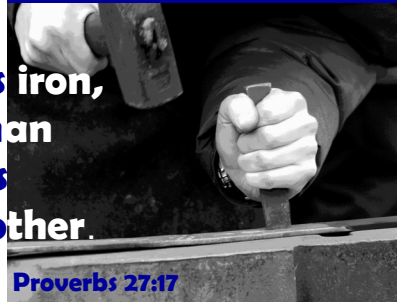
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Proverbs 27:17



men under construction



**Carpenter's  
crew**

men under construction



**Carpenter's  
crew**

men under construction



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**Carpenter's  
crew**

# End notes, Reprint Information, Resources, etc.

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I would appreciate you linking to the website, [www.effectivechurchcom.com](http://www.effectivechurchcom.com).

PLEASE let your friends know about our ministry of helping church communicators and the resources we have for them at [www.lulu.com/yvonprehn](http://www.lulu.com/yvonprehn).

## Interview info:

If you would like to interview Yvon Prehn on any of the topics in this publication or any topic related to church communications for either print articles or other media, I'd be happy to chat—contact me through [yvon@effectivechurchcom.com](mailto:yvon@effectivechurchcom.com). I have done extensive radio work, some television, and am comfortable with unscripted interviews, call-in, and talk formats.

## Additional resources, training and church communication instruction:

The website: [www.effectivechurchcom.com](http://www.effectivechurchcom.com) has hundreds of articles, videos, podcasts and additional resources to help you grow as an effective church communicator. The website has free materials, low-cost downloadable communication helps, and materials available to members only,

Effective Church Communications also has a church communication resources storefront at [www.lulu.com/yvonprehn](http://www.lulu.com/yvonprehn) that sells downloadable and paperback books and instructional materials on CDs.

## Citation note:

Some of the material here appeared in earlier versions of articles in *Christian Computing Magazine*, articles in my newsletters or other publications, my misc. books and reprints, or on my website, [www.effectivechurchcom.com](http://www.effectivechurchcom.com). I'm always advising church communicators of the importance of repetition and I repeat key articles, advice, and key communication teachings in many ways.

## Scripture versions and citations:

Unless otherwise noted, Bible verses are from the New International Version.

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## Comments, corrections, questions, suggestions for additional articles or information to help church communications etc.

Please send to [yvon@effectivechurchcom.com](mailto:yvon@effectivechurchcom.com)

***And may the Lord give you strength, joy, wisdom, and peace as you serve Him in church communications ministry,***

***Yvon Prehn***

Ventura, CA

## About Effective Church Communications

Effective Church Communications is a ministry that provides training, resources, and inspiration to help church communicators

fully fulfill the Great Commission. The hub of our ministry is the website: [www.effectivechurchcom.com](http://www.effectivechurchcom.com).

Our definition of effective church communication is communication that fully fulfills the Great Commission—that helps people come to know Jesus as Savior and helps grow them to mature discipleship.

Our approach to church communications includes more than design and communication construction how-tos, though we have lots of them. It includes foundational, biblical teaching related to communications, communication leadership, and church communication teams. We constantly remind church communicators that we have been entrusted with the words of eternal life and the eternal destinies of people depend on how well we communicate the gospel of Jesus Christ.

Though we work hard to stay current with technology (our training is web-based, we tweet, podcast, and are moderate tech junkies), we value and teach timeless communication skills and principles. The majority of our training has application in every communication channel from print to podcasts.

We believe churches of every size, from tiny house churches to mega-churches benefit from clear, effective communication. We strongly encourage churches be who they are in their communications and to reflect their unique denomination and heritage. We encourage them to speak personally to their congregation and community rather than copy the latest mega-church or marketing trend.

We do not allow, encourage, link to, or promote in any way, irreverent, profane language or snarky, cynical approaches to church communication or in the discussion of it. We serve a holy God and we seek in all we do to walk worthy as we communicate a worthy message.

We strongly believe church communicators, from any size church, who use any software, with any skill level, can do all the work they need to, with the people (staff and volunteers) they have, to create the communications needed at their church. We also believe church communicators from churches of every size and description be an encouragement and help to each other.

Though we encourage church communicators to pour their hearts, minds, and souls into the hard work of communicating the words of eternal life, we are constantly aware that our words will only accomplish eternal results because of His blessing of them and His working through them, by our eternal God.



### About Yvon Prehn

Yvon Prehn is the founder and director of the training site for church communicators, [www.effectivechurchcom.com](http://www.effectivechurchcom.com).

Yvon has worked in communication ministry for over 25 years. She was a free-lance newspaper reporter and religion writer for the *Colorado Springs SUN*. She was a top-rated, national trainer in desktop publishing for Padgett/Thompson, the nation's largest one-day seminar company when desktop publishing was first invented. She worked as a communications consultant and trainer for many of the ministries headquartered in Colorado Springs and was senior editor at both Compassion International and Young Life International. For fourteen years she traveled full-time all over North America teaching seminars on church communications.

Yvon has written for many of the major Christian magazines. Her most recent books include: *Church Bulletins, how to create and use them to touch and change lives*, *Church Connection Cards*, and *The Five Steps of Effective Church Communications & Marketing*, all available at [www.lulu.com/yvonprehn](http://www.lulu.com/yvonprehn).

Yvon has a master's degree in Church History and has done additional extensive graduate work in theology and communications. She has taught high school English and was an adjunct professor in church history at Regis University. She is the wife of a bi-vocational pastor and does the secretarial and church communications work for her husband Paul, in addition to co-teaching in a variety of ministry settings at the church they work with in Ventura, California.