

essential church
communications

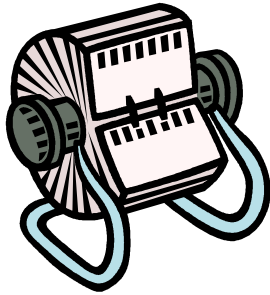
Church

Business & Invitation Cards

outreach, PR, caring,
and information,
all in one

yvon prehn

Ministry business & invitation cards—outreach, PR, caring and information all in one!



The secular business world has long understood the power of business cards—it's unimaginable that anyone serious about doing business would go anywhere without one.

Business cards are a great way to network, share about, and grow a business and they can accomplish the same things in the church. The staff, leaders, and members of the congregation can all make good use of ministry and church business cards as a tasteful, culturally appropriate way to share their faith by inviting people to your church or ministry event.

To enable you to make the best use of ministry business cards, this publication contains:

- An overview article: Invitation cards, business cards with an eternity-altering purpose
- Samples of basic business cards
- Samples of business cards used as invitations to ministries
- Sample of a business card used to advertise a sermon series
- Samples of business cards for single adult ministries and youth ministries
- Samples of cards used for outreach evangelism
- Misc. ideas and resources for business cards
- Resource if you need to create a logo
- Final encouragement to prayer
- Additional resources for more training in the creation of Business and Invitation Cards
- Bonus section of excerpts from the Great Idea Swap and Archive books of articles and samples of church Business Cards

About the samples:

Some of the samples in this publication are mostly scans of scans from samples given to me in my church communications and marketing seminars. Some are screen captures of ones I've worked on.

Granted some of them aren't the greatest quality, but they are useful for illustration purposes and hopefully will inspire you to create fantastic ministry business cards for your church.

The power of little things used by God

Business cards are little things, but God can use little things when we give them to Him and pray that He use them for His glory and to bring people to Jesus. Have fun creating them and using them!

Yours in His service,

Yvon Prehn

Invitation Cards, business cards with an eternity-altering purpose

Church business cards are one of the BEST ways to market and grow your church—because it involves your people in the outreach.

Forget expensive ads—arm your people with these tools and inspire them to share them!

How do you get unchurched people into your church?

Despite all the high-tech and expensive advertising methods available today, one method remains the most effective and that is that people respond to invitations from other people.

While it is sometimes sadly true that once someone becomes converted, they soon have few friends who are not believers, no one totally withdraws from the world. Most people still work at secular jobs. Everyone has many contacts a week with people in the business community: the waitress or waiter at the coffee shop, the Starbucks employees, the clerks at various stores, the person standing next to them in lines at the grocery store, airports, or the driver's license bureau, the person sitting next to them on the bus or subway.

These brief moments are often filled with casual chatter, but that casual chatter could redirect an eternity with a simple statement such as this..... "Yes, I agree our world is a mess today, but you know, this week we've having a Saturday night discussion (or a Sunday talk, or a Wednesday soup and classes or whatever) and our topic is 'How to be at peace in an unpeaceful world—I'd like to invite you to come.'"

What happens next is incredibly important, because what moves that encounter from a pleasant, momentary conversation to a potentially life-changing connection *is a an invitation card.*

Invitation cards, a low tech connection tool with high impact

YOU can create the cards you need—you have the software and the creativity to do it all at your church.

You don't need to buy expensive preprinted cards and when you do them yourself they reflect the unique ministry of your church.

***On the website:
www.effectivechurch.com
is a video that will show you how.***

An invitation card is simply a business card you have created with your church's information on it: location, meeting times, map, if necessary, AND most important of all these days, your website and email.

Business, invitation cards are simple to create. You've got the technology in your church to do it with many programs including MS Word, MS Publisher and any of the higher end graphic design programs. The program you use or the complexity of the design is not important, what is important is that they provide a very nonthreatening link to more information about your church and Jesus.

These cards do this for two reasons: one, because they give people the specifics of time, location, address, etc. to actually get to your church event. Without these vital details a nice verbal invitation is easily forgotten no matter how appealing it seems at first.

Second, because the card provides a link to your website. In our world today, when we want to check out anything from a national car company to the latest movies, to airline prices and restaurant reviews—we check out the website.

Websites are great because they allow the viewer to not be pressured, to maintain their distance, and yet explore a product or service without commitment. Of course to be useful to a curious, exploring, unchurched person, your website must have more on it than a list of service times. If you are actively giving your people invitation cards with the intention of driving lots of unchurched people to your website, this should be a great motivation for you to reevaluate your website and make sure it has on it information that is complete, up-to-date, and in language understandable to an unchurched person.

Ministry and church business cards can actively involve people in outreach ministry in an easy, nonthreatening way.

In addition, your website should contain invitations to specific ongoing events of interest to an unchurched person, answers to their questions, and an email connection for more information or questions. From the basics on your website you can get as complex and innovative as you want with links to blogs, podcasts, on-line discussions, email newsletters, videos, music, whatever your church creates to share the good news about Jesus and the ministries of your church.

In addition, the statistics from your web provider should give you a good idea of how effective your invitation card outreach might be, if you decide to do something like: make up enough cards for every person in your congregation to have 10 of them; make the main message for example, something about Easter such as "Everybody feels like they will live forever.....the question is, in what neighborhood? Check out our website for some options and an upcoming event....." Challenge your people to give all of them out in the coming week and then monitor your web statistics to see what happens.

More than a tool, a training purpose

In addition to being a great tool to invite people when you make up these cards and give them out to your people, it provides training for them in outreach and evangelism. Far too many church members think it is the pastor's job or the music ministry or the advertising budget that is supposed to get new people into the church, when in reality it is everyone's job.

When you create cards like these and encourage your people to pray for opportunities to give them out, you are equipping the saints to do the work of the ministry.

Always have ones available for your church or ministry overall; make up special ones for special events and holidays. On a regular basis mention how you use the card, interview people and share stories of how your people have used them and you'll find you will create a church culture where everyone is involved in inviting people to come to your church and experience new life in Jesus.

The website:
www.effectivechurchcom.com
has a video on how to use business/invitation cards and one on how to create a card for the Men's Ministry.

One last thing.....

Doing up business cards is just plain fun!

They don't take long and if you do them up and print them up in-house (more ideas on that later in this publication) you can test out logos, test out ministry ideas, PR ideas, whatever.


Don't take them too seriously and don't obsess over them, you can always do up another one if the first try doesn't work.

Open up that MS Publisher template, or whatever your software program of choice, and get busy!



Basic Church business cards

*CONNECTING PEOPLE
TO A CARING COMMUNITY
AND TO CHRIST*



**Ventura
Community
Church**

Join us for:
Celebration Service
 Sundays 9:50 am
Purpose-Driven Life Class
 Sundays 11 am
Midweek Community
 Wednesdays 7 pm

1045 S. Saticoy Ave.
 Ventura, CA
 805-871-9987

As the examples that follow show, a basic business/invitation card for a church can take a variety of forms from very simple to professionally printed and in full color.

ANY style can be effective! What is most important is that the style reflect the personality of your church and that everyone in the church carry them at all times to share with the people they encounter.

	Telegraph		
	126		
Nimball	Daring Rd.	S. Saticoy Ave	Wells
	★		N
	Telephone Rd.		

*Join us for a church
that is:
casual and relevant to
everyday life,
humorous and upbeat
and
that you can come
as you are!*

*We love kids and have child care
for all events.*

1045 S. Saticoy Ave.
 Between Telephone Rd. & Daring Rd.
 Across from Huntsinger Park

Connect With Us!

www.venturacommunitychurch.com 805-671-9987

Smyna Assembly of God • 4160 King Springs Rd. SE • Smyrna, GA 30082

Phone: 770-435-5479
 Fax: 770-435-1377
 Web: www.smyrnaag.org



111 Assembly of Friends
Pastor Shell Osborn
 Email: pastor@smyrnaag.org

Senior Pastor: Shell & Mari Osborn

I really liked this one—it was from a church that had a number of language groups—their pastor told me they intentionally wanted their church to be “more like heaven.”



• From 1:00 PM to 4:00 PM (Open to All)
 • Special Events 2-3 weeks (Open to All)
 • Special Events 4-6 weeks (Open to All)
 • Special Events 7-8 weeks (Open to All)
 • Special Events 9-10 weeks (Open to All)



Faith Reformed Church
 1139 E. Front Street
 Traverse City, MI 49686

- phone: 231-947-7062
- fax: 231-947-1311
- email: amn@ftrchurch.org
- website: www.ftrchurch.org

• Dynamic Music • Relevant Messages • Nursery
 Sunday Services: 8:30, 10:00 & 11:30 a.m.

Be my guest for one hour
that could change your life!

You don't have to be fancy, just do something so people know who you are, when you meet, and how to find out more about you.


Confederation Church of God

Pastor Rod Bezanson
 RR#3, Cornwall, PE
 C0A 1H0 368-2969
 RdBez@netscape.net



Come & check us out. We think you'll love it !!

- ** upbeat music & songs
- ** relevant message
- ** kids program
- ** no dress code



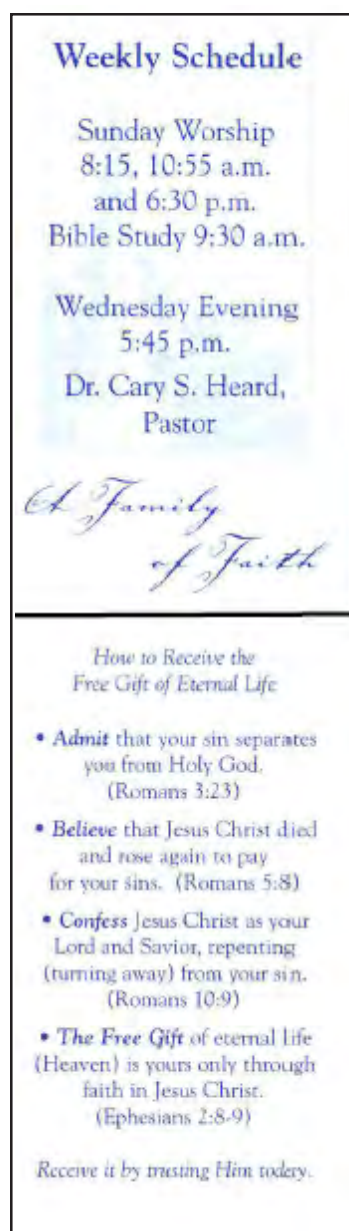
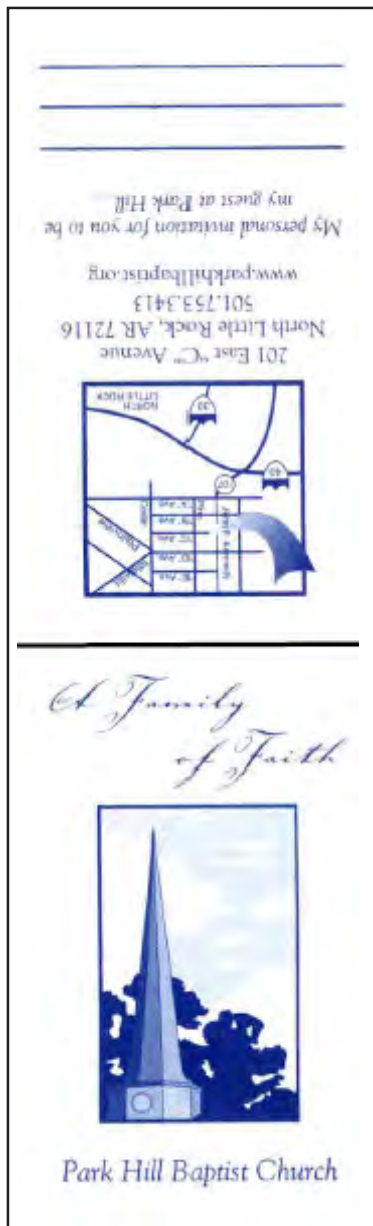
**Sun. @ Ferry Rd. Centre
11am-12 >>> meeting**

A more formal, but very useful card

This is a really nice card, really fairly simple in design, but most-likely because of the fold and layout you would need to have it professionally printed. All of the basic information is here, but in addition, I especially like:

The space for the person using it to write a personalized note and to perhaps give their contact information.

The gospel presentation. Whenever possible, on all your publications, include a gospel presentation, simply and succinctly how someone can become a Christian—you never know when someone might respond!



A brief gospel presentation is always good to include on any communication you can.

Some studies show that today an individual needs to hear the gospel message seven times before they respond—and your presentation might just be the one needed to change their eternity.

A friendly, casual card

Not for everyone, but if this style suits your church, it is a wonderful, friendly and a bit humorous card. Like the previous card, it forms a sort of mini-brochure to tell you more about the church than a simple front and back business card could.



<p>U-R We are a church in Ocean View that is there just for you. A place where you will find new faces, new friendships and..... a New Life. And that's why we are called New Life Christian Center, because people like you are coming together to worship the Lord Jesus Christ and to bring New Life to our community. Here are just a few things about us..... We Love to Worship. We believe that actively participating in an exciting Praise and Worship service not only brings glory to God but also encourages spiritual growth.</p>	<p>Power Groups. We value the close family-like relationships nurtured through small groups more than just meetings- that is a real Christian community! Active Youth. Friday nights are special, it is a time for our youth to play a very active part. This is a time for them to use their gifts and talents the Lord has given them. A Heart For Children. We have a quality Sunday School and state of the art nursery facilities. If you need something fresh and new in your life, if you are looking for a place to grow, we would love for you to come and visit us this Sunday morning. Remember what's missing there? U-R</p>
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This is a card style that would work great for a church that has a building recognizable to the community .

You are invited...
New Life Christian Center
 Saturday Night Revival Meeting 7:00 PM
 Sunday School 9:00 AM • Sunday Worship 10:00 AM
 For more information call 362-8015

Shore Drive Three Traffic Lights Pleasant Ave	20th Bay St	U-Line Church Bldg
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**Pastors
Ken & Nancy Gerry**
 3909 Pleasant Ave. Norfolk, VA
 Corner of 20th Bay Street
 and Pleasant Avenue



**We Would Love To Have
You Visit With Us**

Westgate CHAPEL

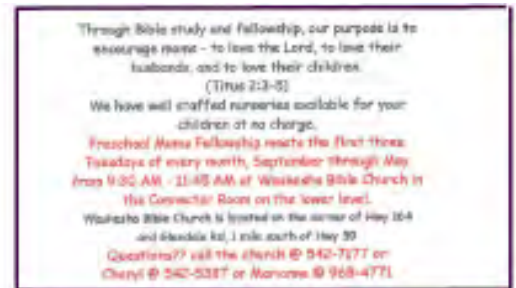
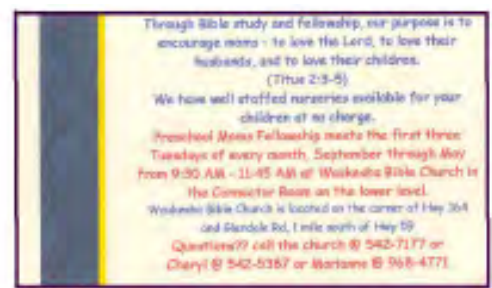
All Inclusive & Inexpensive Affiliated Church
 20th & Bay Street • Norfolk, VA 23510
 Telephone: (757) 641-9017 • Fax: (757) 641-9018
 www.westgateofseaside.org

Beyond overall church invitations

Business cards can be used not only to advertise the church overall, but for ministries within the church and for inviting people to specific sermon series.

Below are two cards for the Mom's ministries in the churches. These kinds of cards that explain the program and give all the important contact information are essential if you want to get busy moms to the programs—because no one can remember all the details on a Power Point slide in the church service while trying to hold a three-year-old or keep a five-year-old occupied.

On the following pages are cards used to invite people to singles, young adult and youth programs. Even in our age of high tech, business cards are still one of the easiest ways to inform people about church events.



For a sermon series

This church does new cards for each upcoming sermon series. One great advantage of doing that is that people always have a new reason to get the cards and to give them out. You may not have the time to do them for every new sermon series, but you may want to do some for special times of the year such as the Easter or Christmas season, or for a special series like this one on the family.



For Single Adult Ministries

Singles are always looking for events and programs that are safe, low-cost, fun and worthwhile. Equip your people to tell others about them. Make up cards like this not only for the singles themselves, but remember that most married folks in the church have single friends or children and they should also have them handy to be able to invite the singles they know.

Join us at—
The
Journey

Where
no one
walks alone

Single Adults
Meeting Sundays 6-8:30 at
Gold Coast Christian Church,
Map & more on back of card
www.thejourneysingles.com
Paul & Yvon Prehn, co-leaders
805-766-6020; yvonprehn@aol.com

Sunday Night Meetings, 6-8: 30 pm, except Easter: music, munchies, in-depth Bible lesson, discussion, free child care
Games & Goodies: Fridays, 6-8: 30 pm, Mar. 9, Apr. 20, May 25, June 15, July 20
Movie nights, Fridays, 6-8:30 pm: May 4, June 1, July 13
Life Skills: Boundaries DVD Tues., 6-8:30 pm, Mar.27, April 3, 10, 17, 24; May 1, 8, 15, 22

All events at Gold Coast Christian Church,
3500 E. Camino Ave., Oxnard, CA
 (← N. to Ventura) (S. to Camarillo →)
 101
 E. Camino Ave.
 Church in Office Complex

More info: www.thejourneysingles.com

Both of these need to be updated with the current dates, so be sure to do up new versions as needed. The website on them makes them useful even if someone gets one after the current dates have passed

OASIS Facebook Twitter Instagram Website

"Oasis" is a Young Adult Ministry which is designed to bring people in their 20's and 30's together for a common purpose to build relationships with God and people through friendships, conversations and discussions. It is a gathering place to find refreshment and meet new people.

Oasis meets the last Friday of every month for a planned event, as well as the second Sunday of every month for pizza after church.

Everyone is invited and we look forward to seeing you there!

OASIS

September 12
 September 14
 October 17
 October 20

November 7
 November 14
 November 18
 December 10

Schedule of Events

- pizza lunch after church - \$7 per person
- bonfire at Crescent Park 7:00
- pizza lunch after church - \$7 per person
- Appetizer/Dessert/pullback and games night 7:30
- Special event 7:30 ...more details to come
- Pizza lunch after church - \$7 per person
- bowling - meet at the church 7:30
- Christmas banquet 6:30

For Men's Ministries, an invitation card and a mini-ministry brochure

Most men, no matter how much they benefit from the men's ministry at church, most likely will not carry around a brochure or have the meeting and websites memorized.

You can equip the men in your church to be inviters by creating business cards for them that serve as a mini-ministry brochure by giving them all the information they need to share with a potential member.

This example was created to give you an idea on how to do this. Two videos, one for how to easily create the logo and another for how to do the card itself are on the website at:

www.effectivechurchcom.com.



Paul Prehn, pastor & coach
Phone: 555-555-5555
email: Paul@example.com



**under
construction**
Men's ministry at First Church

555 Any Street
Your Town, CA 55555



All men invited to:

	Telegraph		
	126		
Kimball	Darling Rd.	S. Saticoy Ave.	Wells
	★		N
	Telephone Rd.		

- ★ Sample meeting, Wed., 5-7pm
- ★ Monthly Breakfast, Sat., 8-9:30am
- ★ Activities as announced
- ★ Child care available
- ★ Call or email Pastor Paul

555-555-5555
Paul@example.com
For more:
www.website.com



All meetings held at
First Church
555 Any Street

Invitations for specific events

This single adult ministry also created cards as specific invitations to a variety of events as the examples on this page illustrate. The opposite side of the card could then have overall ministry information.

Bowling Leagues
Church Street Singles

Join the fun at Family Bowl (Hayfield Drive west of Cedar Bluff).

Mondays • 6-9 p.m.
Family Bowl



Call Andi Dobson (693-5317) for more information.

Valentines Dinner & Dance

Tuesday • Feb. 14

Mix-n-Mingle • 5:30 p.m.
Dinner • 6:30 p.m.
Dance • 8-10 p.m.




Dinner \$5 (17 after Feb. 7) • Dance \$3
Parish Hall
Call church office for reservations

For More Information:
Call Church Street Singles: 524-3048

St. Simon's Island

Trip Meeting

Feb. 12 • 7:30 p.m. • CLC 120



Want to find out more about our popular beach trip? Come hear all about it.

- Get important information
- Meet fellow travelers

Last year 135 people attended this affordable vacation for all ages.

For More Information:
Call Church Street Singles: 524-3048

Dinner Spots
Church Street Singles

Enjoy some of our area's fine restaurants with a congenial group of singles. Reservations are needed.

- Mandarin House Chinese
Wednesday, Feb. 8, 6:30 p.m., (8111 Gleason Dr.)
- Parisi's, L & N Station
Wednesday, Feb. 15, 6:30 p.m., (World's Fair Park)
- Bol-Air Grill
Wednesday, Feb. 22, 6:30 p.m., (9117 Executive Dr.)

Hosts: Susan Fisch Good: 986-2360 & Patsy Prince: 977-7160
Remember to make your reservations with the church office: 524-3048



Friday Fun Night

First Friday of Month

Church Life Center

7 - 10 p.m.



Dancing • Movies • Socializing
Refreshments • Casual Dress
Soft-soled shoes in gym.

Admission: \$2 per person plus a 2-liter drink or snack to share.
Free childcare & lock; game room open for those in 4th grade & up.
Need more info: Contact Church Street Singles Ministry - 524-3048

Another idea, try cards instead of brochures for volunteer opportunities

I recently heard about a church that did up a series of business cards to describe the various ministries and volunteer opportunities in their church. They did away with the larger brochures and brochure rack because they concluded that with people's busy schedules today that the business cards would be easier and quicker to read.

The racks that hotels use to distribute menu cards could be used for this kind of information.

Paper still works for all ages

In an age of cell phones, email and Facebook , a printed invitation to a young adult or youth program is still useful. Below is a simple double sided card and then a more complex folded one. If you have a great internet presence, you can always direct people to it, but nothing beats a printed piece of paper to enable someone to remember a website.

the Gathering

where **TRUE** friends connect

Thirsting for God's Presence
Reaching with God's Love
Understanding God's Truth
Eating...because you just gotta eat

GARDENDALE SINGLES MINISTRY

STAPLES @ HOLLY

SUNDAYS @ NOON

CONTACT: CHRISTINA@GARDENDALE.ORG
OR DAVID@GARDENDALE.ORG

WWW.GARDENDALE.ORG

Rt. 100
RT. 113
S. Village Ave.

Location
vineyard community church
meets at the Lionville Fire
Company building located
near the intersection of
Rt. 113 and Rt. 100
in Lionville, PA

610-265-VINE (8463)
www.philly-vcf.org
vfv@vfv.cncdsl.org

check it out!
a church called...

the vineyard

casual feel serious faith

live music good coffee

vineyard community church

10:00 am sunday with kids and youth
meetings, home groups midweek...
... check it out!

Cards needed for outreach evangelism

When your church does public acts of kindness and outreach, you need to let people know about you—who you are and that you are doing it in the name of Jesus.

Here is an example of one card that did that.



For some great additional examples of cards to give out and many wonderful ideas and articles on outreach evangelism, go to:

www.servantevangelism.com/cards.

Below is an example from their website. Please do go there and read about this fantastic way to reach your community with the love of Jesus.



The top card shows **our standard giveaway card**. We use this for all the outreaches that don't have special cards.



The bottom card shows **the back of our outreach cards**. We include our logo, street address, a simple map, our phone and fax numbers, our web address, and our meeting (Celebration) times.

Holiday uses of business/invitation cards

Below you have a Mother's Day invitation card to return, two encouraging cards for New Years and a Christmas invitation. All of these could have personalized church information on the back.

Members of www.effectivechurch.com get free PDFs and templates of cards like these for each holiday.

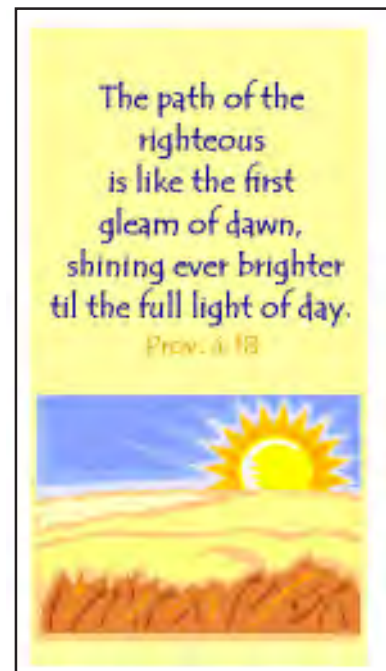
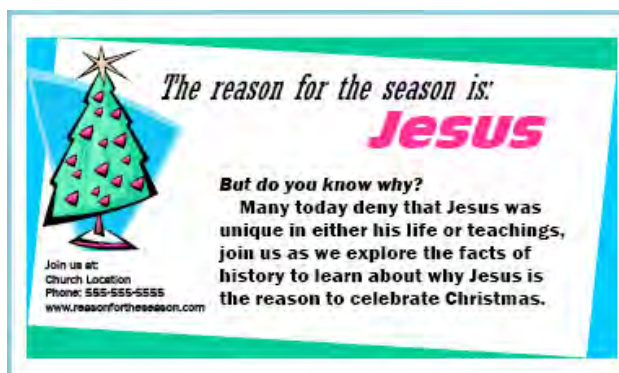
Seasonal events are some of the best times to get people to visit your church. They can get to know people in a fun and nonthreatening way and explore what your church is like without any commitment.

Though these times can be very enjoyable, you want them to be more than one fun day or evening. Seasonal celebrations should also be:

- a link to the other activities of your church
- a time to challenge people to think about the gospel
- a time to link them with Christian resources on your website or other websites
- a time to inspire people and remind them of Biblical truth

The cards on this page were all designed to be used with seasonal events for the reasons above. They come from various sections on the www.effectivechurch.com website.

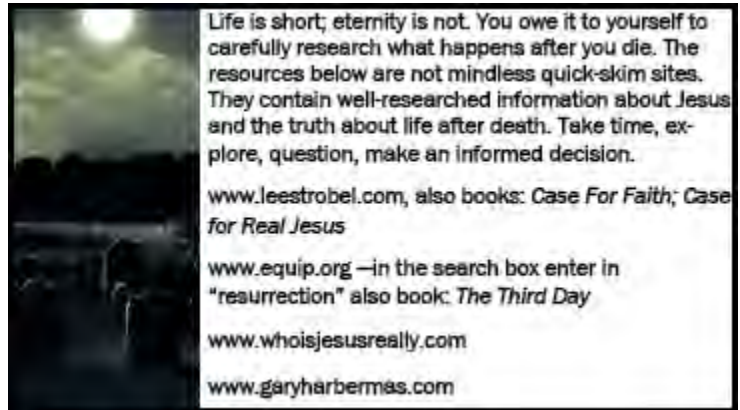
Please note: there are number of Halloween-oriented cards on the next page. Though many, many churches use that time of year as an outreach and these materials helped to make it successful, I realize that Halloween celebrations are very offensive to some churches. Please forgive me. That is why I put them on a separate page. If they are offensive to you, please just ignore that page.





*Halloween can be a time to challenge
people with some serious
consideration of life after death.*

*Cards like this provide a tool for your
congregation to share with their
friends in a nonthreatening way.*



Misc. tips and ideas about business/invitation cards

Misc. ideas

* One pastor of a small, but growing church shared that she made up personalized invitation cards for the members of her church. When I asked her why she went to all that trouble to personalize them, she replied, "That way I can tell who is sharing and inviting because they are the ones who ask for additional cards!"

* Personalized business cards are also nice to make up for people in ministries at the church, for example for your various small group leaders. In addition to providing information, it also is a way of affirming the work they do.

* You can print up your own cards easily using templates for MS Word and MS Publisher. The programs themselves have some templates, but if you want more, go to the www.microsoft.com site and click on the template section.

Resources

* You can print up your own business cards on your in-house printers and copiers and with the little cutter below, it's a snap to do them on ANY cardstock!

* If you'd like glossy, full-color cards printed at very reasonable prices, check out: www.vistaprint.com and 48hourprint.com. Probably wouldn't have the time or money to do this for everything, but for special occasions they look great.

* In addition to just giving out the business cards on cardstock, you can also make them into magnets by purchasing the business card size magnets at your local office supply store.

* You don't have to use the micro-perforated cardstock to create business cards. Paper Direct sells the most incredible little business card cutter, picture below. You can also sometimes find these at local paper supply stores. These enable you to print business cards on ANY card stock and then cut them to size easily and quickly. I LOVE this little machine and use it lots.



Business Card Cutter

Cut 10 perfect 2"x3½" business cards from any sheet of 8½"x11" card stock or paper. Easy-to-use Business Card Cutter needs no batteries or electricity. Two sets of razor-sharp blades, safely enclosed in sturdy plastic, make perfect cuts in seconds. Includes built-in paper guides, folding paper support tray and exit tray. Designed to cut one sheet of 8½"x11" paper at a time.

SKU: BCC1010

Price: \$99.99

available at:

www.paperdirect.com.

One more thing, sometimes you need a logo first

Before you can create a useful card you really need a logo for your church or ministry within the church. Yes, you can spend hundreds of dollars and months of time (and that may be appropriate for some churches or ministries) but sometimes you simply need something that is quick and easy and works. After checking out a number of programs and services, my current favorite is www.logosmartz.com. I really like this program. It is inexpensive, only \$39. and very easy to use. You can download a free trial to check it out.



Logo Smartz
More than 4000 symbols

Create great logos with our innovative, feature-packed logo creation software

- Access more than 4000 symbols and fonts
- Output your logo in 6 formats TIFF, JPG, GIF, PNG, Vector EPS and EPS.
- Apply special effects like Shadow, Bevel, Outline and Gradient
- Use pre-defined logo styles for great logos!

All three of these logos were created in less than 10 minutes using the Logo Smartz templates and they can be saved in a variety of print and digital formats.



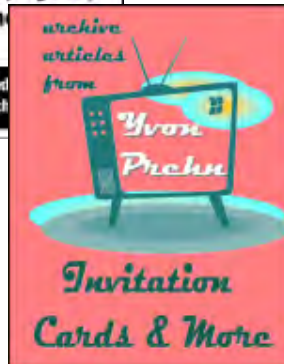
The most important thing—pray and trust the Lord as you work

“Not by might or by power, but by my Spirit”

Nothing we do, no matter how fancy, professional, timely or impressive will ever touch souls and change lives unless the Lord blesses our work. The most important thing we can do as we create our business/invitation cards and all our communications is to pray for the Lord's leading as we create our work and that He touch the hearts of those who will receive it.

We might never know in our earthly pilgrimage the effect of these little cards, but heaven will be different because of them.

Additional Resources



In other publications of Effective Church Communications are a number of articles that relate and samples of Church Business and Invitation cards. This section has some sample sPDFs of them for you to read and be inspired by.

The full publications, *Church Invitations, #1* and *Invitation Cards and More* have lots of additional samples and articles and are available through the Download Storefront on www.effectivechurch.com.

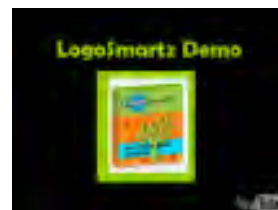
If you have created Business or Invitation Cards that you would like to share, please email them to me (PDF is great, but I can use any format) with your permission for us to use them to inspire and encourage other church communicators.

Be sure to go to the website www.effectivechurch.com to view the videos about Church Business and Invitation cards. Go to the tab on the home Page that says Core Communications, then click Church Invitation Cards to go to all the materials on this topic.

These materials are for ECC MEMBERS. This first video is an excellent, short resource to watch for instruction on the ministry background and motivation for Church and Ministry Business and Invitation Cards. The second is on how to make maps for the cards.



These two videos are for teach you how to make a logo easily the great little program LogoSmartz and then how to create a men's ministry Business/Invitation card for Men's Ministry using that logo.



This ECC Position Paper is available for free download for Members and for purchase on: www.effectivechurch.com. It is a very useful publication to make copies of and discuss at your church staff meetings. You may make as many copies of it as you want.

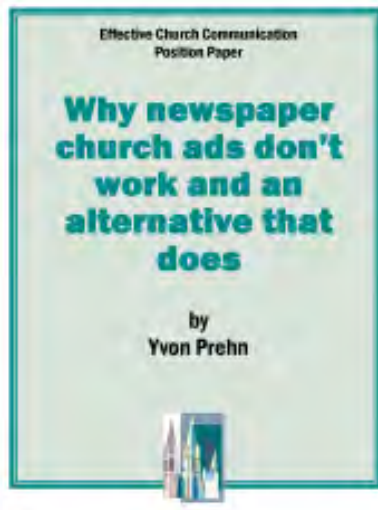


Bonus Materials

In the following pages are some excerpts from the *Great Idea Swap PDF Collections* and the *Invitations and More Book*.

They are bonus materials to give you additional inspiration and ideas for creating effective church business and communication cards.





Bonus book, instead of having to get this additional booklet, we've included it here

Why church ads in the newspaper don't work and an alternative that does

Though the use of newspaper ads for church advertising is declining, they are still one of the key pieces of advertising considered by church staffs. Though your church may want to run one on special occasions if you have the extra money, it is the position of Effective Church Communications that church ads are not the best use of your outreach budget, nor are they the most effective.

With the computing power available today to churches including the ability to create your own invitation cards, postcards, websites, email newsletters, social networking and a host of additional digital communications in every form from podcasts, mobile messaging, and videos, there are far more effective ways to market your church, especially if you want to reach unchurched people.

In the midst of all this technology, there remains a tiny, paper-based communication piece that can make a powerful impact if used properly.

For this alternative to newspaper ads for reaching people and growing your church, read on—

Take a realistic look at your unchurched audience

If you are a person who does not go to church, who has never had anything to do with church, but as St. Augustine said, you have a restless heart that you suspect only God can fill, where would you go for answers?

Sadly and honestly today, most people don't immediately think, "Oh, I'll look at the religion section of the Saturday paper and see what church looks like it would be a good place for me to attend to find answers to life."

Unchurched people are usually not great fans of the Saturday religion section and even if they go to it, there is usually little that will appeal to an unchurched person. Most of the ads are full of church jargon and many of them today promise the same things, "A friendly church, upbeat music and a great children's program!"

Not every seeker today wants friends, likes music, or has kids. What they want are answers.

In addition, some of the church ads even have embarrassingly similar sermon topics. Particularly around the holidays if a number of the same pastors in a town are downloading the same sermons from Sermon Central or pastors.com, it can be hard to distinguish one church from another.

Some churches with big ad budgets and catchy slogans will attract church shoppers/hopper who are looking for something "more" at church than their current church offers them or a different place to attend if the pastor in their current church wasn't inspiring enough or if the music became a bit boring, but what appeals to a church shopper/hopper will seldom draw in an unchurched person.

A few final bits of advice about church ads, before moving on to a possibly more effective outreach tool:

Take the money that you would spend on a church newspaper ad and with the help of someone who is recently converted, come up with an offer that would appeal to someone who does not attend church and put it somewhere in the paper other than the religion page ghetto. Our local paper will give the religion rate to churches for placement any day of the week in any section. If your newspaper doesn't offer that, ask, newspapers are desperate for ad dollars these days.

For example: put the ad on Friday in the Entertainment Section and maybe say something like:

*Tired of your usual weekend? Come to **the encounter**, a coffee, music, and discussion time on Sat. night, 7-9pm at The Journey Church, at Main and Telegraph—thought-provoking answers to real life questions. For more about us, check out our website at: www.yourwebsitehere.com.*

In the sports section what about:

*Had enough of playing games with life and people? The men at **OUR CHURCH** are inviting the men of the community to hear local sports star talk about "How I decided to get real with God and people." Join us for a BBQ and talk, details at (again give website and other contact details).*

An alternative to ads: equip your people

It might be difficult to connect unchurched people with the religion section of the newspaper, but one thing they are certain to come in contact with are other people.

While it is sadly true that once someone becomes converted, they soon have few friends who are not believers, that doesn't mean that they totally withdraw from the world. Most people still work at secular jobs and everyone has many contacts a week with people in the business community such as:

- the waitress or waiter at the coffee shop,
- the Starbucks employees,
- the clerks at various stores,
- the person standing next to them in lines at airports, or the driver's license bureau,
- the person sitting next to them on the bus or subway.

These brief moments are often filled with casual chatter, but that casual chatter could redirect an eternity with a simple statement such as this..... "Yes, I agree our world is a mess today, but you know, this week we've having a Saturday night discussion (or a Sunday talk, or a Wednesday soup and classes or whatever) and our topic is 'How to be at peace in an unpeaceful world— I'd like to invite you to come.'"

What happens next is incredibly important, because what moves that encounter from a pleasant, momentary conversation to a potentially life-changing connection, is a an invitation card.

Invitation cards, a low tech connection tool with high impact

An invitation card is simply a business card you have created with your church's information on it: location, meeting times, map if necessary AND most important of all these days, your website and email.

This in itself is simple to create, you've got the technology in your church to do it, but what is important is that this provides a very non-threatening link to more information about your church and Jesus.

It does this for two reasons:

First, because it provides essential connecting details:

It gives them the specifics of time, location, address, etc. to actually get the invited person to your church event. Without these connecting details a nice verbal invitation is easily forgotten no matter how appealing it seemed at first. It doesn't matter how big, small, prominent or interesting your church is; it doesn't matter if you could find it in your sleep, many people don't know it exists or how to get there.

Second, because it links to your website.

In our culture today, when we want to check out anything from a national car company to the latest movies, to airline prices and restaurant reviews—we check out the website. Websites are great because they allow the viewer to not be pressured, to maintain their distance, and yet explore a product or service without commitment.

Of course to be useful to a curious, exploring, unchurched person, your website must have more on it than a list of service times, in addition, if you are actively giving your people invitation cards with the intention of driving lots of unchurched people to your website, this should be a great motivation for you to re-evaluate your website and make sure it has on it information that is complete, up-to-date and in language understandable to an unchurched person.

In addition to the basic information, your website should contain invitations to specific ongoing events of interest to an unchurched person, answers to their questions and an email connection for more information or answers to questions. On your website you can get as complex and innovative as you want with links to blogs, podcasts, on-line discussions, email newsletters, videos, music, whatever your church creates to share the good news about Jesus.

Your church might have the most engaging, exciting, seeker sensitive website imaginable, but how are people outside your church going to find your content-rich website or your sensitive, interactive blog?

The humble little business/invitation card can make that link.

How to connect people with your church using invitation cards

Here is a process that can make a significant difference in your church attendance and outreach at your next special event.

- Create a section or blog on your website about your event. If your website program makes it difficult to do this, you can create a free website/blog with WordPress. Go to <http://www.effectivechurchcom.com/category/church-communications/church-websites/> for articles, videos and information on how to create a website with WordPress.
- In addition to the attendance information, on the site explain the importance of the event. For example, for Christmas why Jesus really is the reason for the season, for Easter, explain the importance of the resurrection, for Halloween, what really happens after we die. On this section have explanations from your church but in addition links to sites that explain in detail what it means to be a Christian. Some you might include are:
 - <http://www.whoisjesusreally.com>
 - <http://www.christianity.com/becomingachristian/>
 - <http://peacewithgod.jesus.net/>
 - <http://www.leestrobels.com/channels/Christ.php>
 - <http://www.equip.org>
- Make invitation cards with an invitation to your event and prominently display your website link to the additional information about the holiday and the Christian faith.
- Make up enough cards for every person in your congregation to have 10 of them.
- Give them out at a service where you tell people to simply give them out in the coming week to anyone meet in the course of life or with friends and neighbors. No pressure or intimidation, just share.

- Have a challenging message on the card, something like: “Everybody feels like they will live forever.....the question is, in what neighborhood? Check out our website for some options and an upcoming event.....”
- In addition to informational links on your website also have a confidential email address with volunteers who will interact with seekers promptly.
- Monitor your web statistics to see what happens.
- Report the results to your congregation and challenge everyone to pray for the people who receive the cards.

Don't stop with doing this for just one event

Make the creation of invitation cards for every special event an ongoing ministry so people expect them, pray about them, and look forward to seeing how God uses them in your church.

Business cards—outreach, PR, caring, and information all in one!

The secular business world has long understood the power of business cards—it's unimaginable that anyone serious about doing business would go anywhere without one. Business cards are a great way to network, share about, and grow your business and they can accomplish the same things in the church. The staff, leaders, and members of the congregation can all make good use of church business cards as a tasteful, culturally appropriate way to share their faith. Below are three great examples:

❶ This card is an excellent example of how you can put a powerful message in a small space.

❷ A card like this can be made up and printed in large quantities for all the members of a church to carry with them and use to invite friends.

❸ This card has a great contemporary logo, that along with the email and web site addresses, lets you know this is a church that keeps pace with its world.

Note how all cards have maps, phone and other contact information that's clear and easy to understand.

❷

I invite you to be my special guest at
North Clinton Mennonite Church

Sunday Morning
Worship Services:

9:00 a.m. Traditional
10:30 a.m. Contemporary

Be my guest: _____

that all may know
JESUS

North Clinton Mennonite Church
15311 Co. Rd. F
(West Linfoot St.)
Wauseon, OH
43567
337-4776

visit our web site at
<http://www.bright.net/~nclinton/>

❸

**Community
BIBLE CHURCH**

Michelle Hernandez
Director of Church
Communications

2050 Miramonte Ave.
Mountain View
California 94040

PHONE 650-967-3548
FAX 650-967-1756
www.cbcstuff.com
michelle@cbcstuff.com

❶

You have been touched
by our
FAITH!

Thank you for allowing us to serve you. This is our simple way of saying that God loves you—no strings attached. Let us know if we can be of more assistance.

FAITH
Wesleyan Church

To learn more about the love of God join us for worship Sunday 11:00 a.m.
At
Faith Wesleyan Church
2300 Lake Lansing Rd.
Lansing, MI 48912
or
call (517) 482-8660
E-Mail =
faithchurch@voyager.net

Lake Lansing Rd
FAITH
S. Rte. 22

Holiday note: this is a great time of year to make up personalized business cards for some of the volunteers in your church or ministry, folks working on the Mission Committee, the deacons, ushers, etc. It can make them feel very special and appreciated for the hard work they do.

Market your ministry



What would you think of a company that never did any marketing? Never put out an ad; never created business cards, never did anything to let people know where it was located, when it was open or what sort of service it offered. You wouldn't be surprised if the company went out of business would you?

Though we'd find that behavior foolish in the secular realm, we are frequently guilty of it in the spiritual realm. Churches, ministries, and quality volunteer programs sometimes fail or struggle along with few members, not because they don't have worthwhile products, but because nobody knows about them. They haven't done their marketing.

There are two primary reasons churches and Christian ministries don't market. First, some groups mistakenly believe that marketing is unscriptural. Second, they don't know how. Let's address both concerns.

The apostle Paul, a prime marketer in his time

When people assume that marketing is unbiblical, it's because they aren't familiar with how marketing was done in Biblical times. Prior to television, direct mail and telemarketing, the primary way to get your message out was to proclaim it in the marketplace. Ideas as well as merchandise were daily up for sale in the public gathering places of the ancient world.

Acts 17: 17 says, "So he (Paul) reasoned in the synagogue with the Jews and the God-fearing Greeks, as well as in the marketplace day by day with those who happened to be there." Speaking out in public wasn't reserved for preachers, that is how all ideas of the day were marketed. Because of that introductory talk he was invited to speak before the Areopagus, the leadership group of the city. The remainder of Acts 17 is a masterful study in marketing, on how Paul starts where the people are, and then leads them into the discovery of a new religion and the true way to eternal life.

Paul never waited for people to come to him—he was out there, marketing in the accepted methods of his day to win people to the Lord.

Desktop publishing provides you with marketing tools

Like Paul, you can enter into accepted marketing practices of the day with tools available to you in desktop publishing. Here are some basic ones:

- **Business cards:** Your church or ministry needs a business card. But be creative as you put one together. Your ministry or church name, your name and title, address and phone are obvious items to include. Then go beyond the obvious.

Provide a little map on the back of the card; list the times of your services. If you have special out-reach programs, a mother's morning out, aerobics classes, 12-step programs, you might even want to create special cards for them and give them out to interested people. Verses of encouragement, a short summary of the gospel, a message from the pastor are additional items you can include. Check into print shops in your area that include pictures on business cards. An upbeat, informal photo of the pastor can make the card a more personal reminder. Add a few lines on the back and encourage the pastor when visiting to jot a personal message.

- **Space ads:** A small space ad to remind people you are there is often useful. Be creative with bold type, upbeat graphics, clear directions and time for your service.

Flyers and postcards: These are great, not only to invite newcomers, but to continuously market to folks who have visited and who you want to invite to continuing events. These items also have the advantage of pass along value. To make an effective one, don't put too much information on the card or flyer: just the event in bold lettering, a catchy short description or invitation, a graphic and the specifics of time, location, cost and contact person.

- **Brochures:** These can be a great marketing piece especially to expand ministries within a church. Often folks will come to the Sunday morning service, but they may have no idea

Desktop Publishing

by
**Yvon
Prehn**

about the small group opportunities available, what is going on in teacher training, in the music ministry or Promise Keepers. A brochure can tell them.

It doesn't have to be fancy. On the outside, use clear title so people know what the brochure is about. Inside then explain the program, tell what, if any, are requirements for becoming involved, commitments required, cost, if any, and the contact person. If you desktop publish this group of products for your church or ministry like the ones above, there is no danger that your ministry will go out of business.



Tip of the month

To create good marketing materials for your church or ministry, start a file of the secular pieces that you find appealing and have responded to in the past. Study them carefully, ask yourself what works and what doesn't and apply what you see to the most important marketing anyone could be involved in.



Laurel
CHURCH of CHRIST
"I am the vine and you are the branches."

524-1122
3457 Kingston Pike at Cherokee Blvd. • 1 Mile West of UT
laurelc2@bellsouth.net • www.laurelchurchofchrist.com

Small Group Home Meetings • Worship and Classes for Deaf
Children's Worship and Nursery • Personal English Classes for
Internationals • Laurel Youth Fellowship
Christian Student Center at UT - 523-4796

Sunday
Worship
8:15 a.m.
10:30 a.m.
6:30 p.m.

Bible Classes
Sunday
9:30 a.m.

Wednesday
7 p.m.



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3151 Olive, Kansas City, MO 64109
P: 816-923-3213 ~ Fax: 816-923-3215
Rev. Tamara G. Miller, Pastor
LinwoodUnited@sbcglobal.net
www.LinwoodUnited.org

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Help for today

Wednesday Community Lunch @ 12:30
Food Pantry on Fridays 10 AM ~ 12 PM

Hope for the future

through a relationship with Christ.
Learn more at Worship on Sundays
at 10 AM, and begin

Healing for your life



"Praise the Lord! ...God heals the
brokenhearted and binds up their
wounds." (Psalms 147:1-3).

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Please come—be our guest!

Ventura Community Church

crossconnection

growing together to Christian maturity

Every Sat. 6:45-8:30pm

*for munchies, in-depth Bible study and
small group discussion*

Ventura Community Church, directions on back of card

Leaders: Paul & Yvon Prehn



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small group discussion*

Ventura Community Church, directions on back of card

Leaders: Paul & Yvon Prehn



Please come—be our guest!

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crossconnection

growing together to Christian maturity

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I Peter 3:15

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Hondo First United Methodist Church

1006 16th Street, Hondo, TX
830-426-2073

Office Hrs.: 8:30 am – 2:00 pm

***A caring and sharing congregation
serving Christ in God's Country since 1857.***

Please join us for Worship on Sundays at 8:30 or 10:45 am.
Sunday School for 18 mo. old to adults at 9:45 am.



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First Presbyterian Church

A Warm and Caring Place

120 South Park Avenue, Fremont, OH 43420
(Across from the Fremont Middle School)
419-334-7171 www.fremontfpc.org/



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God Wants **You** To Be
Saved—Sanctified—Serving

Lee Delbridge
Minister



Smyrna Christian Church

910 Concord Road SE
Smyrna, GA 30080-4204
www.SmyrnaChristianChurch.org

E-Mail: LeeDelbridge@msn.com

Office 770-435-1723
Home 770-433-0898
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End notes, Reprint Information, Resources, etc.

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I would appreciate you linking to the website, 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.

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. 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 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 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. 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

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.

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.

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.

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.