

# ***Handouts for & Examples from:***



**Yvon Prehn**

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

**Type & Clipart:**  
*forget creativity,  
 be clear & consistent*

from yvon prehn

effectivechurchcommunications




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*Have you been in this situation?*

**You need ideas!**

You are working the bulletin or other church communication

**You want people to read it**

**You want them to respond**

*You KNOW it's incredibly important!*



*Be catchy!! be different!!*

*Be creative!!*

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**Option #3: Text with 2 changes**

- Type headers changed in size
- To reflect importance, hierarchy
- Largest headline overall title
- Others under this main topic
- Nothing new—this is the language of type and layout you’ve read all your life

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**Option #4: Text with images added**

- Challenge—if some contrast is good, isn't more better?
- NO!**
- Lots of typefaces and scattered images are not creative, but confusing!
- People read based on need and interest

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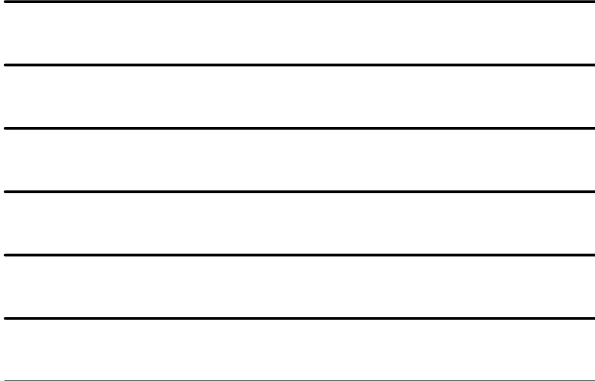


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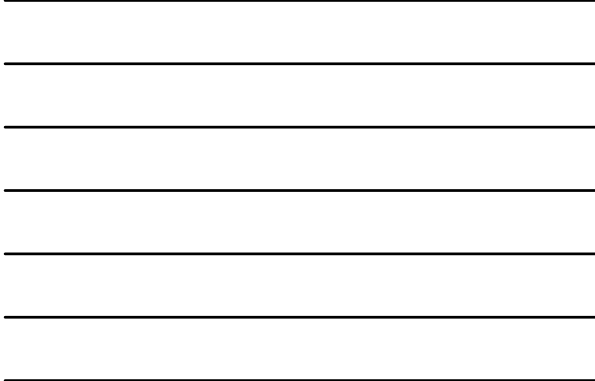
**Option #5: Text and images organized consistently**

- Make headers and captions clear for skimming
- One or two typefaces
- Consistent placement of images for a simple layout



**Option #6: Footer added**

- Add a footer for more information
- FINAL RESULT:
- Clear, consistent communication
- That results in specific steps to spiritual growth
- Much easier for you!



**Summary & Reminders**

- Come up with a consistent PLAN for your communication:
- Location
- Layout
- Typography
- Use of images and captions
- Strive for clarity in content above all
- Worth the work—so that your church communications can fully fulfill the Great Commission!













# Announcements



Caption  
summary  
or teaser

Over all message here from the Pastor inviting people to come to things, making sure all are welcome.  
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## Church Clean up Day



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## Christmas Outreach Challenge



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## Lessons on Prayer



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## Study in Church History



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## Foster family info meeting



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For more information about each event, please go to: <http://www.ourchurchwebsite.com> For Questions and interaction about the events, please go to our FACEBOOK page, Twitter, or email: [info@Church.com](mailto:info@Church.com).



*Links to additional materials to train, equip, and encourage Church Communicators from :*  
**Yvon Prehn and Effective Church Communications**

Effective Church Communications Training website:  
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The Effective Church Communications website has articles, many training videos, ready-to-print templates and PDFs for church communicators. It has hundreds of entries that can do everything from equip a beginning church communicator to challenging a senior staff member to be more effective in their church communications. Please sign up for our email updates and you'll get short notices each week on new material posted on the site.

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**Enabling your church to create communications that  
Fully fulfill the Great Commission**  
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