

Handouts for &

Examples from:

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

fromyvonprehn



effectivechurchcommunications

Yvon Prehn

www.effectivechurchcom.com







There is another way

- Forget trying to be creative
 - Strive for clarity
 - Through consistency
 - Your message will come through clearly and people will respond



Option #1: Text only, no contrast

- This is how we often start
 - Text, just the facts
 - Our eyes don't know where to go
 - Without contrast it is all or nothing—so most people opt for nothing.

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Option #2: Text with one contrast –bold headers

- One small change – making headers bold makes the sections clear
 - Now at least we can see the divisions
 - But still no sense of importance or content



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

Heading One

 This heading uses a yellow sun-like shape with a cross inside, set against a blue background. The text is in a bold, black, sans-serif font.

Heading Two

 This heading uses a small illustration of a church building with a steeple, set against a light blue background. The text is in a bold, black, sans-serif font.

Heading Three

 This heading uses a small illustration of a person sitting at a desk with a computer monitor, set against a light blue background. The text is in a bold, black, sans-serif font.

Heading Four

 This heading uses a small illustration of two people sitting together, one in a blue shirt and one in a pink shirt, set against a light blue background. The text is in a bold, black, sans-serif font.

Heading Five

 This heading uses a small illustration of a person sitting at a desk with a computer monitor, set against a light blue background. The text is in a bold, black, sans-serif font.

Heading Six

 This heading uses a small illustration of a person sitting at a desk with a computer monitor, set against a light blue background. The text is in a bold, black, sans-serif font.

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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

Events this week:



Stylized yellow cross with a blue outline and a small yellow star at the bottom.

Lessons on Prayer



Illustration of a person holding a book and a purple cloth.

Study in Church History



Illustration of a person holding a book and a purple cloth.

Foster family into meeting



Illustration of a person holding a book and a purple cloth.

Church Clean up day



Illustration of a person holding a book and a purple cloth.

Christmas Outreach Challenge



Illustration of a person holding a book and a purple cloth.

For more information about each event, please go to www.churchofchristkentucky.com and interact about the events, please go to our FACEBOOK page, Twitter, or email: info@Church.com

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!

Events this week:



Event title or event name
Event date or event details
Event location or event details
Event contact info or event details

Church clean up Day



Event title or event name
Event date or event details
Event location or event details
Event contact info or event details

Christmas Outreach Challenge



Event title or event name
Event date or event details
Event location or event details
Event contact info or event details

Foster family info meeting



Event title or event name
Event date or event details
Event location or event details
Event contact info or event details

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

Summary & Reminders

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Announcements



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Over all message here from the Pastor inviting people to come to things, making sure all are welcome.

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Caption summary or teaser

A detailed illustration of a medieval scribe, a man with a long white beard and a tonsured head, wearing a dark robe over a white tunic. He is seated at a desk, holding a quill pen in his right hand and a large open book in his left. A single candle on a stand to his right provides light. The background features a window with a circular sunburst design.

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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



Caption summary or teaser

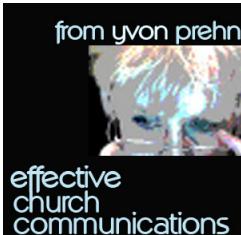
A purple silhouette of a man in historical attire, possibly a scholar or monk, sitting at a desk and reading an open book. A lit candle is on the desk next to him.

Foster family info meeting



Caption
summary or
teaser

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.



*Links to additional materials to train, equip, and encourage
Church Communicators from :*

Yvon Prehn and Effective Church Communications

Effective Church Communications Training website:

<http://www.effectivechurchcom.com>

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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A growing selection is available at <http://www.amazon.com>. Just enter "Yvon Prehn" in the search box to go to her list of books.

The regular amazon pricing, shipping, free shipping offers apply.

If you would like to purchase books in bulk at a reduced price, or are interested commissioning a Personalized Special Edition for a training event or conference, contact yvon@effectivechurchcom.com.

To stay connected, get notices of new materials and resources and to be challenged in church communications:

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Contact information

For additional questions about the Effective Church Communications ministry, to request free reprint permission of articles, for interviews or contributions to websites or books, email: yvon@effectivechurchcom.com.

Enabling your church to create communications that

Fully fulfill the Great Commission

<http://www.effectivechurchcom.com>