

For Your Consideration.....

a series on issues facing church communicators today



**The 3 big printing
challenges of the
church and how
RISO ComColor
Printers & Digital
Duplicators
can solve them**

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Effective Church Communications



PREFACE

All churches want to grow in numbers and grow their people in spiritual maturity—that is what it means to fully fulfill the Great Commission. To help churches do that effectively with their communications, we'd like to share the *5 Steps of Effective Church Communications and Marketing*:

1. INVITE
2. INFORM
3. INVOLVE
4. INSTRUCT
5. INSPIRE

The following chart is a summary of that process. As you can see it takes more than a postcard invitation, Sunday morning bulletin, and a website to accomplish all that needs to be done.

This publication answers the practical question of how can a church produce these materials cost-effectively and in a timely way. It then presents why adding RISO ComColor Printers and Digital Duplicators to your present printing systems is a solution worth your consideration.

The Five Steps of Effective Church Communications & Marketing

to help churches create communications that will fully fulfill the Great Commission

TASK	Target Audience	Marketing Strategy	Ministry Goals	Key Communications <small>Far from exhaustive, the practical tools that will help move people from one step to the next.</small>
Step #1 INVITE	Unchurched people Visitors Community	See	Identify the church Unchurched into the church Become regular attenders Evangelism	Print & Digital Versions Identity pieces: logos, business cards, stationary, signage; Outreach: invitation cards, postcards, ads, door-hangers, tracts; Outreach support publications; Signage. Websites, emails, video, podcasts.
Step #2 INFORM	Visitors Regular Attendees Crowd	Sample	Personal Salvation Learn about the Church Join the Church Worship	Print & Digital Versions Bulletins & Bulletin Inserts; Visitor & Prayer Cards; Visitor & Member Communications; Gospel Presentations, Doctrinal & Denominational Literature; Church Overviews; Overall Church Newsletters. Websites, emails, video, podcasts, social networking
Step #3 INCLUDE	Church Members Committed Attendees Congregation	Select	Participate in Church Events Experience Ministries beyond Sunday Morning or main meeting Fellowship	Print & Digital Versions Age, life-stage program info & PR: children, youth, singles, seniors, etc. Ministry specific: Newsletters, brochures, calendars, event info and PR. Websites, emails, video, podcasts, social networking
Step #4 INSTRUCT	Involved Members & Attendees Committed	Stay	Spiritual Growth and Maturity Biblical Training Small Group Participation Discipleship	Print & Digital Versions Training materials: for all age and life-stage groups; Teachers: manuals, support materials; Corporate devotional and Bible reading; inspirational reminders Small group: PR, lessons, support. Websites, emails, video, podcasts, social networking
Step #5 INSPIRE	Leaders, Workers, Key Volunteers Church Staff: professional, bi-vocational & lay Core	Sell	Ongoing Service & Outreach Lifestyle & Church Ministry Consistent Giving Missions Involvement Ministry	Print & Digital Versions Volunteer & Staff: recruitment, training, affirmation; Equipping publications; Encouraging & Inspiring materials; Financial publications; Missions involvement and support. Websites, emails, video, podcasts, social networking

Core Components of Effective Church Communications

- Based on a Biblical Vision: the Great Commission, Commandment, Goal, and Promise.
- Modeled after Church Growth Theory that is: progressive, structured, time-intensive.
- Informed by Marketing Theory: communication that is targeted, multi-channel, complete, repeated.
- Implemented using a variety of hardware and software, publication tools and tactics.
- Modified for and tailored to the denomination, location, size, culture, and budget of each church.
- Measures success by attendance, conversions, church growth, and changed lives.
- Accomplished by tangible publications, team effort, prayer, and trust in God for eternal results

The three big printing challenges of the church

The church has three major challenges that keep them from producing all the print materials they need to print in order to create all the communications they need to create and to fully fulfill the Great Commission. They are:

- The Challenge of TIME
- The Challenge of COST
- The Challenge of HABIT

Before we look at the three challenges of TIME, COST, and HABIT you need a brief explanation of what makes RISO printing machines different. RISO is not simply another brand of copier and it's important to understand this to see how and why they are useful for your church, but keep in mind--

You don't want to get rid of your copier! Copiers are essential equipment in the in the church office!

I wrote this to help you see how additional (and totally different) printing equipment from RISO can help you increase the effectiveness of your communication ministry and grow your church, not to replace what is already working well for you.

Color copiers are one of the greatest inventions ever for church communications. They enable a church office to produce images on paper that only very high-end print shops could do in the past. They are the Cadillac of printers. But you don't use a Cadillac to haul tools and materials to a construction job site. You need your RAM Truck (or Chevy Truck, depending upon your preference).

Neither vehicle is "better" than the other--what's important is that you have the vehicle to get the job done. To understand why you need both copiers and RISO printers in your church, we need to look under the hood so to speak and look at the technology of how RISO printing machines get an image gets on paper. In this process, there is one important distinction between RISO Printers and copiers and that is HEAT. Here is how it works:

The technology of Copiers, Multi-function printers, and Laser printers

All of the copiers, laser printers, and most MFPs in your church use toner and a heat-based printing process.

The heat is much less today than when this technology started. The earliest Xerox machines actually came with a small fire extinguisher attached.

Though this process produces sharp, clear images when the machine is

new, the process loses copy quality with use at a steady rate. As it goes along, the color copier has to “Color Calibrate” a process designed to compensate for the deterioration of the image. This goes on until the technician performs a “Preventive Maintenance” call to replace parts.

The technology of Inkjet printers

In contrast to the heat-based systems above, RISO ComColor Inkjet printers are a production-style device, not like the small inkjet printers in your home or office.

True printing is done with “ink.” Ink is what is used to print magazines, currency, most of the mail you receive, and books, including the Bible. The common denominator in the production of all these materials is that they are printed on high speed, long-life, heavy-duty production ink machines.

RISO has innovated a way with its ComColor printers to take that technology and put it into a small device (similar to the size of a copier) that fits neatly in your office. RISOs run at 100+ pages per minute, on a variety of paper stocks, in pleasing colors, all within your church budget.

The technology of Digital Duplicators

For those of you who have been around a long time, a Digital Duplicator by RISO is also known as a Risograph, the trusted, print-shop-in-a box for many churches.

The RISO Digital Duplicator has automated the process of “scan once and print many.” It digitizes a static image so you can print that image at high speeds (up to 185 pages per minute) for distribution to many people.

Digital Duplicators are the perfect printing machine for connection cards, postcards, offering envelopes, bulletin inserts, kid’s flyers, and many more items churches need inexpensively, quickly and at low cost.

They are ink-based machines like the ComColor printers and because no heat is involved the print quality is consistent and the machines are very reliable.

The bottom line difference between RISO Printers and other types is the heat used (or not used) in the printing process and as you’ll see this makes a huge difference in other areas as well as consistency of quality.

Let’s now go back to our three challenges faced by churches to get all the print materials done that they need to get done to fulfill the mission of the church: TIME, COST, & HABIT and see how the addition of RISO printers can help your church.

The challenge of TIME answered by RISO

Churches never have enough time to get done all they need to get done and because they don't in church communications, many items are not being created and printed.

As I looked at this carefully and did a number of calculations, I realized a lot of the reason is because since many churches today only use a color copier as their major way to produce communications, time to do other communications can be a real challenge.

Production times matter in churches

In most church offices today the primary machine used to produce the communications for the church is a color copier. Color copies today can print between 20-60 pages per minute.

The RISO ComColor machine prints at 120 pages per minute. Under optimal conditions for the color copier, the ComColor machine will print a double-sided bulletin in half the time it takes the color copier to print it.

That might not seem like much of a time savings and the church may be set on using the color copier for the shell of the bulletin. That can be worth the time required.

But wouldn't it be ministry productive to cut in half the time for other items such as postcards, connection cards, flyers, song-sheets, or bulletin inserts—for many of the additional publications needed in the 5 Steps talked about in this book and needed by churches if you want your church to grow.

Additional challenges where a RISO Machine might help

There are other time challenges other than straight run time for the bulletin to think about as you consider adding RISO Printing equipment to your church production system. Here are some of them:

- In the time needed to run all the materials necessary for Sunday, you have to keep a close eye on the copier because longer runs can cause it to heat up and jam. Push it running 2 or 3 hours (not unusual for the information needed) and you can almost guarantee a challenge or two along the way. You can't leave it alone because a paper jam is almost guaranteed if you do.
- If you wanted to watch the RISO you could, but because it is a completely heatless printing system, it rarely jams. Have a coffee and a cookie instead.
- If you duplex, as most churches do for their bulletin, the copier will

slow down. Because of the completely different, heatless technology, the RISO printer will run full speed even when duplexing.

- If you want to add an envelope into your bulletin for a special giving project—oops—the copier can't print that. On a RISO printing system it is quick and easy to print envelopes of all sizes with full-color images and messages on them if you want.
- Want to throw in construction paper announcements for kids or door-hangers, or postcards? All of these will run through the RISO at consistent high speeds.
- You can be running additional items on the RISO Printer while you are running your copier. The low energy consumption (discussed in more detail below) won't cause a power shortage in the workroom.
- More on postcards—a toner-based copier will require a higher heat mode and even slower speed to melt the toner or the toner will crack off for embarrassing quality in the final product. RISOs run card stock at high speeds and the ink won't flake or crack off.

Why this is important for the 5 Steps

For a truly effective church communication program like the one outlined in the 5 Steps, you need to print a high volume of materials. Realistically if churches only have a color copier to do their printing, they simply do not have the time to print all that is needed and they can't afford the costs of important, but not-essential to Sunday morning ministries.

Many ministries in the church (children's, discipleship, women's, men's and others) may be struggling because they do not get the communications they need because the church doesn't have the time or money to print them.

A RISO Digital Duplicator and a RISO ComColor machine in the church office can run off many of the communication pieces essential in The Five Steps to support these ministries very quickly and at low costs as you'll see in the next section.

The Challenge of Cost answered by RISO

To say that money is a challenge in churches is a given. It is a challenge in that though churches are very good at raising whatever they need if they feel the need is important enough, the biggest challenge is to use funds raised in a way that reflects good stewardship of these funds.

RISO Printing Equipment will give you excellent stewardship in these areas:

- **Cost to print**
- **Cost of machine maintenance**
- **Cost of power consumption**
- **Cost to the environment**

I'll go into each one in more detail in the following material.

Please be aware that what follows is my very condensed summary of materials from the RISO website. The website has the complete White Papers, Case Studies, videos, and explanatory material that supports what is below. The site is <http://www.riso.com> go there and then click the U.S. and Canada Link—there is a lot of helpful material is on the site, do check it out.

Cost to print

In addition to the time it takes, as discussed above, this is why many churches do not print more—it simply costs too much. But instead of printing less, let's look at less expensive ways to print so we can create all the church communications needed.

Based on the RISO site, the average cost for what they term “Graphics Color” or “Business Color” basically the quality you would get from a good to great color copier, is between 5 cents and 11 cents per page. That cost might be justified for the full color shell of your bulletin.

But is the cost justified for the connection card inside?

A RISO Digital Duplicator could print those for as low as 1/3 cent per page. The ComColor Printer could print them for 3 cents per page. Let's take as an average copier cost 8 cents per page as we do the comparison.

Let's look at a church of 600 and at the cost of a 4-per-page Connection Card (that would be 150 pages). You could also substitute printing a postcard, bulletin notice, or other small items for this example.

Copier cost: \$12.00

ComColor cost: \$4.50

Digital Duplicator cost: \$.45

Forty-five cents vs. twelve dollars—it's not hard to see what is better stewardship. Though I believe Connection Cards are one of the most

important communication pieces that churches can use to grow their church in numbers and to pastor their people, at \$12 they would be hard to justify. At a cost of 45 cents and being able to run them off on cardstock quickly and without jams, they become doable and essential for a church.

Cost of machine maintenance

This is good for the church and bad for the RISO Dealers. The high heat generated in toner-based machines causes a majority of jams, equipment failures and other issues. In contrast because the RISO machines do not generate any heat, they don't have these issues.

So problems in printing are far less, far fewer maintenance calls are required, and it takes a LONGGGGGGGGGGGGGGGGG time for them to wear out. Particularly for the RISO Digital Duplicator—these little workhorse machines have more spunk than the Energizer Bunny—they just keep going and going and going for years and are a great investment for the low-cost print needs of the church.

RISO Dealers often replace machines because of a new feature, true 600 x 600 print quality for example, but not because the machine wears out. Often it is given to a smaller church or ministry who will also get many years of use out of the trusty RISO DIGITAL DUPLICATOR.

Cost of Power Consumption

It's obvious that it costs more to heat something than it does to leave it at room temperature.

The RISO website has a White Paper, "Power Consumption, the hidden cost of copies and printers," that I recommend you read for more details, but here are two quotes from it:

#1 Copiers use more energy per unit than any other piece of office equipment.

#2 An example of the energy consumption of copiers vs. a RISO printer in a business that had 20 machines:

**The heat-based printer energy costs were \$9,807

**The RISO heat-less machines energy costs were \$309

RISOs have such low energy needs that they have become popular in a variety of unique locations around the world. They are used in remote ministry operations such as using solar panels to run duplicators in South African villages.

The U.S. Military uses both RISO technologies (Digital Duplicators and ComColor Printers) in war zones because they can run in desert tents and on C-130 aircraft with low energy generators.

Cost to the Environment

Though this is not a direct cost to the church, all churches care about the costs of what they use to the environment.

Environmental concerns are a very big deal to the RISO Corporation overall. The website two white papers on environmental benefits of their printers, but here are a few high points:

- As part of the example above, the White Paper also stated that in addition to the direct energy cost savings, “RISO printers would stop 127,704 pounds of carbon-dioxide (CO₂) being released into the atmosphere.”
- All RISO printers are EnergyStar Compliant, but so are many other machines. The following quote from the White Paper clarifies it: “RISO digital duplicators are substantial energy savers even when compared to other ENERGY STAR rated printing and photocopying products; in a side-by-side comparison of a RISO digital duplicator and an ENERGY STAR rated photocopier, the digital duplicator resulted in a 95% energy cost savings over the photocopier.”
- RISO printing systems use soy-based and rice-bran based inks, natural products in our earth. To quote from the White Paper: “Soy inks contain lower levels of VOCs (volatile organic compounds); use of soy inks results in lower amounts of air pollution through reduction of toxic emissions. Unlike electro photographic printers, RISO printers are free from ozone emissions, toner particle emissions, silica dust, and other air pollutants. Also, RISO printers do not emit greenhouse gases.”
- All RISO printing systems handle a variety of recycled papers and other stocks extremely well.
- RISO systems don’t generate heat while they are running and thus reduce the need for additional air conditioning.

The challenge of habit answered by RISO

The saying, “If you always do what you’ve always done, you’ll always get what you always got” is worth thinking about when it comes to how we create communications in the church.

If your church isn’t growing as much as you want and if the recommendations in this book made sense to you, you won’t change the results at your church in growth in numbers or discipleship if you don’t create more communications.

If the only way you produce communications in the church is with a color copier and if that costs too much to create more print communications for the ministries that need them to grow, you need to make some changes.

PLEASE do not misunderstand me, once again, you do not need to get rid of your color copier!

My recommendation is that you consider ***adding a RISO Digital Duplicator and/or a RISO ComColor machine at your church.*** These machines will give you a way to create the volume of materials you need.

In conclusion, if you use a team of printing print production machines:

- Copier
- Digital Duplicator and/or
- ComColor printer
- Finishing equipment as necessary

and create the volume of communications recommended in the book, it WILL change your church growth and the spiritual maturity of your people. I have seen this happen in many, many churches all over North America and it can happen in yours.

What to do next

Talk to the RISO Dealer or Sales Representative that gave you this book or go to www.riso.com to find a dealer in your area. That person can do a careful analysis of what you already have, the volume of materials you want to produce, and the machines that will help you meet your goals of growing your church and your people in spiritual maturity, in other words, “to fully fulfill the Great Commission.”

For ideas, inspiration, templates and resources to help your church create effective church communications, go to:
www.effectivechurchcom.com.

