



**How a
RISO ComColor Inkjet
Printer can help
your church**

affordably and quickly
print all you need to
accomplish the goals
of your church.

Yvon Prehn

Intro note from Yvon Prehn, director of Effective Church Communications

–or why it's so important to share this information with you

I've been helping churches create effective communications for over 20 years, but the last few years I've watched a bothersome trend develop. I saw it first-hand in a church I was helping create some materials to advertise an important ministry when the people doing the ministry were told, "I'm sorry, but it isn't in the budget for us to create the bulletin inserts and flyers you want."

Then we worked on an overview brochure that described the upcoming adult education classes in the church (a new program, lots of classes, exciting ministry changes) and were told that a limited number could be printed and only one time because that was all the budget allowed.

This was not a good situation.

No matter how useful the web and social media may be for people to connect with ministries and attend them regularly, many people in the church still need printed schedules, explanatory brochures, and flyers to remind them of basic information: the when, where, why, and how to attend. If a church cuts down on printed support materials for ministries, the ministry attendance will inevitably decline in numbers.

Churches see that happening in every area, but often fail to connect falling attendance with the falling number of communications created and printed to get people to attend events.

Even the coveted by churches younger families with kids appreciate a calendar they can post on the refrigerator to remind them of family activities. For churches with large Baby Boomer members, print is a preferred communication channel and in these churches, the Baby Boomers are often the most faithful in giving to support the church. It helps if they know what is going on in the church and they probably aren't going to find it out from Snapchat or Twitter.

But churches say they can't afford to print. What is going on?

As I researched this more carefully, I realized that in many churches today the primary tool for church communication production is a color copier. These are not inexpensive to run. The copies look great, but cost is a factor.

As I was figuring this out, the RISO Corporation who sponsored my seminars all over North America in the past, asked me to come back and help train their current sales force in how to work with churches. I went to a national meeting and saw their newest printing equipment, particularly the ComColor

Inkjet printer and in watching the demonstrations I realized both the challenge and the solution.

The challenge is that color copiers are great for some publications in the church, but if a church is going to print ALL they need to print to grow their church in numbers and their people in spiritual maturity, (an overview of all that is needed follows) *they simply need to print more*. But a color copier is expensive to operate, cost per copies is high (yes, less than many years ago, but still high), they get hot and jam, they aren't production fast, and the high-energy cost to run them and the pollution emitted from the toner in them are drains on the environment and unhealthy in a church office.

It's only wise to limit copier production in a church.

But the church still needs to print lots and here is where I got excited at the meeting. RISO has a relatively new machine, the ComColor Inkjet Printer. Though it is about the size of a small copier it operates by means of INKJET, not TONER technology. The material that follows explains this in detail, but the conclusion is that a ComColor Inkjet Printer is a far less expensive, much faster, more reliable, and environmentally friendly way to print full color church communications.

The solution to the problem was the realization was that the ComColor Inkjet Printer is the way for the church to afford to print everything it needs to print!

I got very excited when I saw this and excited to work with the RISO people again. Many of the same Office Equipment Dealers are still in the business from when they sponsored my seminars and they are some of the most helpful people I've worked with on how they genuinely want to serve churches and make them more effective. As I thought about all this, I wanted to share with my church audience how helpful I think their equipment can be to churches and to encouragement them to check it out.

Two more things

One, the ComColor Inkjet Printer isn't a digital duplicator, e.g. the old "RISOGRAPH." This paper primarily focuses on the ComColor Inkjet Printer which is a full-color, much more advanced machine. It doesn't use drums or toner like the old Digital Duplicator. Having said that, RISO has continued to improve the Digital Duplicator and the new machines are incredibly fast and have beautiful print quality. They are also almost incredibly cheap to run, which is why they are still the preferred print method in schools and incredibly reliable under adverse circumstances which is why the military uses them in overseas conditions and why they are the printer of choice for cruise ships. The benefits of them and uses need to be the subject of another paper, but if you are interested, contact a RISO Dealer (www.riso.com) that sells them.

Two, full disclosure: I am writing and promoting this, totally because I want to, not because anybody at RISO asked me to. I don't get any money when RISO sells a machine, I have no idea when or how or what they sell the machines for. I help the sales people understand churches and just like they need help in that, I know most churches don't understand RISO equipment. I know their equipment can help churches more than they can imagine, so that's why I wrote this paper and am sharing it with you.

What Follows

First, I have a brief overview of what churches need to print to fully fulfill the Great Commission—the Five Steps of Effective Church Communications and Marketing. Many churches are not growing and people are dropping out, not because the church or the power of the gospel has changed, but because we aren't communicating it as well as we should.

Following the Chart of the Five Steps of Effective Church Communications and Marketing is an explanation on the BIG difference between your copier and the RISO ComColor Inkjet Printer and how it might be useful for your church. Do understand that I'm not suggesting you get rid of your copier, but as you'll see your copier will do an even better job for you in the church when it is part of a printing team and not asked to do all the print jobs in the church by itself.

Finally, after that are some notes on how to raise money for ComColor Printers.

What churches need to print

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, I'd like to share the *5 Steps of Effective Church Communications and Marketing*:

INVITE

INFORM

INVOLVE

INSTRUCT

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 Inkjet Printers and RISO Digital Duplicators to your present printing systems is a solution worth your consideration.

The Five Steps of Effective Church Communications & Marketing <i>to help churches create communications that will fully fulfill the Great Commission</i>				
TASK	Target Audience	Marketing Strategy	Ministry Goals	Key Communications Far from exhaustive, the practical tools that will help move people from one step to the next.
Step #1 INVITE	Unchurched people Visitors Community	See	Identify the church Unchurched into the church Become regular attenders Evangelism	Print & Digital Versions Identify 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 <ul style="list-style-type: none"> ● 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 				

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Print Production Advice from Yvon Prehn

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 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. You might say Copiers 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. If you only have a Cadillac, a lot of needed work to get a construction project done isn't possible. With only color Copiers in the church office today many communications that need to be printed aren't getting done because of the issues we'll explore that follow.

To understand why you need **both** the Cadillac and the RAM truck, the Copier and RISO Printing equipment in the church office, you need to look

under the hood. When you do you'll see that what makes RISO printing machines different is the technology of how an image gets on paper. In this process, there is one important distinction between RISO Printers and Copiers and that key difference is HEAT. Here is how it works:

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

All 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 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 must "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 head-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 your 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 Inkjet printers to take that technology and put it into a small device (similar to the size of a copier, not an MFP) 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 Inkjet 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 Copiers is that heat is used to create the image in your color Copier and there is ***no heat involved*** in the printing process with RISO printers. As you'll see this makes a huge difference in time to print and cost-savings.

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 several calculations, I realized a lot of the reason is because many churches today only use a color Copier as their major way to produce communications, time and money 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 Copiers today can print between 20-60 pages per minute.

The RISO ComColor Inkjet machine prints at 120 pages per minute. Therefore, the ComColor Inkjet 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, or bulletin inserts—for the additional publications 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 must 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 a RISO ComColor Inkjet printer 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 ComColor Inkjet 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. In contrast, on a RISO ComColor Inkjet 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 these will run through the RISO ComColor Inkjet printer at consistent high speeds.
- You can be running additional items on the RISO ComColor Inkjet 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 flack 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 Inkjet Printer 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

The Challenge of Cost answered by RISO vs. Copier costs

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 contrasting a Copier and RISO ComColor Inkjet machines and RISO Digital Duplicator

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 RISO ComColor Inkjet 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

RISO ComColor Inkjet cost: \$4.50

RISO 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 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 most 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 (RISO Digital Duplicators and RISO ComColor Inkjet 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 has 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 the use of, “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 printing 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, you won’t change the results at your church in growth in numbers or discipleship if you don’t create more communications, particularly print ones if you want to reach all ages in all the communication channels needed.

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 ComColor Inkjet machine and/or a RISO Digital Duplicator 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
- RISO ComColor Inkjet printer and/or
- RISO Digital Duplicator
- Finishing equipment as necessary

and create the volume of communications you need. If you do, 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 Church Specialist that gave you this book or look up one on the RISO website. 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 “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



How to finance a RISO ComColor Inkjet Printer

Hold a Bake Sale. . . . just kidding. But seriously, I don't need to tell you how hard it is to get money for new church office equipment if you go through the regular budgeting process. When it is a contest between new furniture for the children's nursery, a mission project for clean water for a village, or your new printer, you know which one will be off the list first.

In the past I often suggested this option to get new equipment for Youth Ministries, because at the time, they needed to be able to print in color and often that need was not at the top of the church board list of priorities. It worked incredibly well and many ministries were funded this way.

Designated giving is the solution

If you are not familiar with this, it is a category, recognized by the IRS and strictly governed by tax laws where a person in the church can give to an area in the church (usually the church must already have this line item as part of their budget, in this case Administration or something similar) and they can designate that that money is to go to that area.

In the past I encouraged churches to contact parents of youth and ask them to commit to either paying for equipment outright (some can afford to) or as is more often the case, committing to pay for the monthly lease payment.

Today, one group that will benefit greatly from additional print material is the Seniors in the church. Baby Boomers are one of the most under-utilized groups in the church. They have time, money, talents and are often wasting them playing golf, shopping, on cruises or other self-indulgent expenses when they could be serving the church, but often they don't know what is going on, or what the volunteer needs are in the church because the church does not communicate them in a form they prefer, which is print.

Have your RISO representative show newsletters, volunteer handbooks, calendars of senior events, postcards with volunteer opportunities listed—samples like this printed on the ComColor and the reduced costs to do this. Find out the monthly lease payment and ask for a commitment to pay it.

Chances are if you read the list above you are thinking "But we don't print any of these things." Do you have all the volunteers you need? Is your giving all you want it to be? Are all the members of your church involved in ministry? If not, consider that one primary reason is that you aren't creating/printing the communications needed to get them involved.

Years ago, Baby Boomers invested in youth to help them grow up to godly adults and many of them are now leaders in the church. Today Boomers need to look at their peers and encourage them to finish well. The RISO ComColor Printer can help them do that.



About Yvon Prehn

Yvon Prehn is the founder and director of Effective Church Communications and primary blogger for www.effectivechurchcom.com, a site with over 1,000 templates, articles, and resources for church communicators.

For over 20 years Yvon traveled and taught church communication ministry, skills, and strategy at seminars, conferences, and national conventions all over North America. She has also written many popular books and articles on church communications, including the first book on desktop publishing in the church. Some of her current books are *The Five Steps of Effective Church Communications and Marketing*, *Devotions for Desktop Publishers*, and *Connection Cards, little cards, big results*. She is a contributing editor for *Ministry Tech Magazine* and writer for *Church Tech Today*.

She now writes and creates online training materials to equip, inspire and encourage church communicators from her home in Ventura California.

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About Effective Church Communications

Effective Church Communications is a ministry that provides training, templates, resources, and inspiration to help church communicators fully fulfill the Great Commission.

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. For every communication piece, you not only get an easy-to-use templates and design tips, but a reminder of where this communication fits into bringing people to Jesus and helping them mature in their faith.

To help your church create more effective church communications, go to: www.effectivechurchcom.com.