

The 5 Steps of Effective Church Communications & Marketing

A strategic, progressive system of church communications that helps people come to know Jesus as Savior and grow to mature disciples—to fully fulfill the Great Commission.

Step	Audience & Goals	Key Communications
#1 INVITE	Unchurched Discover the church Visit the church, a church-sponsored event, or the church's website or social media	Digital & Print Versions Identity pieces: logos, business and invitation cards, stationary, signage Outreach Materials: invitation cards, postcards, ads, door-hangers, tracts, seasonal materials Websites, emails, social media, video, podcasts
#2 INFORM	Visitors & casual attenders Learn more about your church and the Christian faith Connect with the church Personal Salvation	Digital & Print Versions Bulletins & Bulletin Inserts Connection & Prayer cards Doctrinal & Denominational information Church Overviews; Overall Church Newsletters Websites, emails, social media, video, podcasts
#3 INCLUDE	Attenders and new believers Become church members Participate in activities outside Sunday or main service Become involved in ministries and small groups	Digital & Print Versions Age, life-stage program info & PR: children, youth, singles, men's, women's, seniors, etc. Ministry specific newsletters, brochures, calendars, event info, and PR Websites, emails, social media, video, podcasts
#4 INSTRUCT	Believers in Jesus Learn God's Word and the basic doctrines of the Christian faith Participate in corporate training and private study Become mature believers, able to defend and share their faith	Digital & Print Versions Training materials for all ages and life-stages, both group and individual Teacher's training, manuals, and support Corporate devotionals, Bible reading materials, inspirational reminders Websites, emails, social media, video, podcasts
#5 INSPIRE	Maturing disciples Integrate their faith into all of life, shown by character, witness, giving, and service to the local church, community, and missions	Digital & Print Versions Continued discipleship training Volunteer recruitment, training, affirmation Financial communications Missions information and challenges Websites, emails, social media, video, podcasts

These steps will give your church communication ministry a goal and focus—to fully fulfill the Great Commission, which means to help people come to know Jesus as Savior and to grow into mature disciples.

Each step is accomplished by a variety of communications, in both print and digital formats, with the specifics of design, style, and content determined by your church size, personality, denomination, and style. How many are digital, how many are in print, what technology you use to create or share them are secondary. What is primary is the strategic commitment that assures everything you communicate keeps the North Star of fully fulfilling the Great Commission as your goal and focus.

Though the process is linear for an individual, overall church communications ministries must continuously work on each step to meet the needs of church visitors and members at different stages in their walk with Jesus with the clear and focused goal of helping them become mature disciples of Jesus. It is a lot of work and requires many communications, but as C.S. Lewis said:

"The glory of God, and as our only means of glorifying Him, the salvation of human souls, is the real business of life."

The Effective Church Communications ministry is dedicated to helping you do that.

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