

*archive
articles
from*



Bulletins



from Yvon Prehn

About Article Archive Publications

There is much that is current, exciting, and new in church communications and my website:

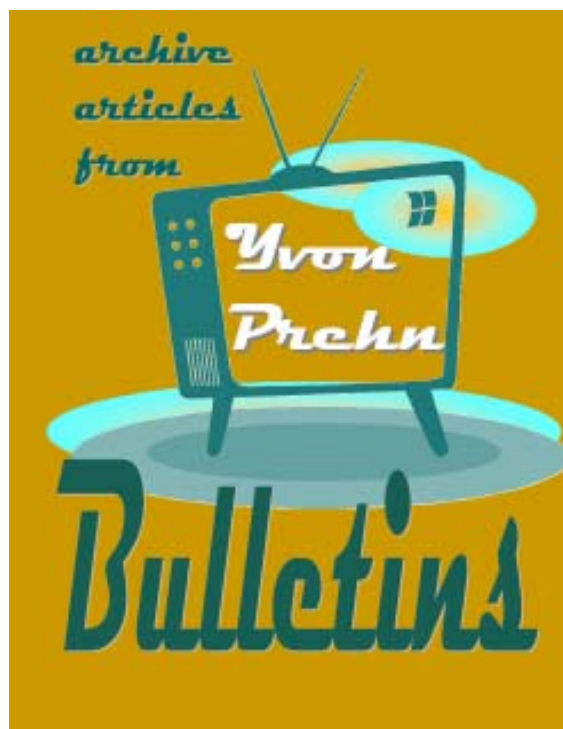
www.effectivechurchcom.com works hard to keep you updated on all of this.

At the same time there is much that is timeless in church communications. No matter what channel or form you use to pass on your message, what makes a good newsletter, bulletin, or church overview has similar characteristics whether you communicate it on the digitally or in print.

I've been working in and writing about church communications for a long time and have lots of materials in the form of scans and PDFs that, though the format and quality varies tremendously, contains a lot of useful, timeless material. The material comes from a variety of newsletters, books, magazines I've written for in the past.

Some of it I've redone in books and web articles, but rather than hoarding it until I can make it pretty and perfect, I'm collecting what I have and making it available in inexpensive PDF format.

The bits of retro humor you get from old publications, Compuserve email addresses, observing my changes in weight, haircolor, and eyeglasses (how could I think that was stylish at one time?), are thrown in for free. Needless to say, ignore all addresses, emails, etc. that are in these. My current email is: yvon@effectivechurchcom.com.



about the.....

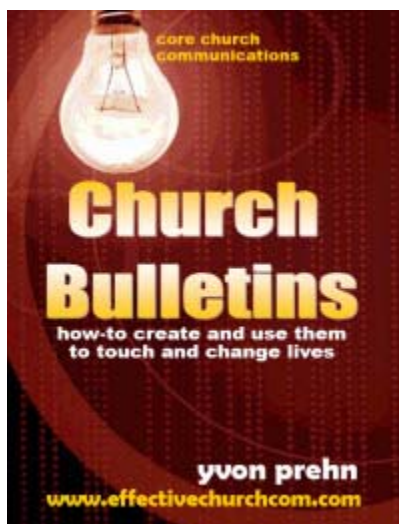
Bulletins Article Archive

Church bulletins are some of the most important communications we produce in the church today for two primary reasons:

1. They may be the first piece of Christian literature an unchurched person sees and their connection to Jesus and salvation can either start or end with their interaction with your bulletin.
2. They are a key link to your congregation for involvement in the church and further spiritual growth.

The articles in this archive come from almost two decades of tips and ideas on church bulletins. Some are from newsletters I did in the past or articles I wrote for other newsletters, and one section is layout examples from a book I wrote.

Be sure to also look at the Great idea Swap book on Bulletins available at www.effectivechurch.com that contains over 100 pages of samples of Bulletins from churches. For a more indepth book on the various parts of a successful church bulletin and how create each part of them, please look complete how-to book on *Church Bulletins* available at www.lulu.com/yvonprehn.



The block-buster publication for any church—the CHURCH BULLETIN!

Next to the Bible, the church bulletin is probably the most important piece of Christian literature published today. Do you know why?

The church bulletin is often the first piece of Christian literature many people see and for some of them it may be the last. It's easy to forget that. Often in church offices the bulletin is the pain-in-the-neck, have-to-get-it-out-again, no room for creativity or fun piece.

But think about it for a minute—for a person who is lonely, perhaps newly separated, for the family new in the community and not knowing anyone, for the generation-X engineer who had already made his first million, tried it all and isn't satisfied by anything—when all these folks come to your church that bulletin is the first piece of literature they see. They usually have several minutes to sit and can't do anything else but read it and look for their needs to be met.

What does it say to them? It is the face and heart of your church. For many it is also their first look at Jesus.

Evaluate your bulletin with that in mind. In addition remember these tips:

▼ Be sure to have a clear welcome as the first thing they see.

▼ Always design your bulletin for someone who knows nothing about your church—location of nursery, bathrooms, classes. What about procedure for offering?

▼ Be sure to explain any activities that are unique to your church—all churches have a liturgy. Are you charismatic? Explain what speaking in

(continued on the next page)

The message of salvation is the most important news you can put in your bulletin. It doesn't have to be long or complex, but be sure in every bulletin you place a brief presentation of the gospel. Here is one sample.

Are you sure of your relationship with God?

You can be if you follow God's instructions on how to have a right relationship with Him. Here is what to do:

1. Admit that you have rebelled by not following God's perfect law (Romans 3:23; I John 1:9).
2. Believe that Jesus is God's only son, and that his death and resurrection is the only possible payment for your rebellion (John 3:16; Romans 3: 23-26).
3. Ask Jesus to take the penalty for your rebellious actions (sins) so that you can be declared right with God (Romans 10:9; John 1:12).
4. Commit to place God first in your life by studying and obeying God's truth in the Holy Bible (I Timothy 3:16,17).

In order to have a right relationship with God, pray through the steps above and then commit yourself to grow in your new Christian life by daily talking to God in prayer and reading the Bible.

If you have other brief gospel presentations that you have used please send them in to us—email cybl@ministrycomputing.org or mail it to us at 4360 East Main Street, Ventura, CA 93003. and we'll share them on our web site and in future publications.

WEEK AT A GLANCE						
Sat. 20	Sun. 21	Mon. 22	Tues. 23	Wed. 24	Thurs. 25	Fri. 26
Aerobics 8:00 am	Men's Pancake Breakfast 7:00 am	Aerobics 7:00 pm		Worship Service 6:30 pm	Aerobics 7:00 pm	
Bowie Baysox Game Bus leaves at 6:00 pm	Morning Worship 8:30 am			Youth Meeting 7:00 pm	Mission Trip Meeting 7:00 pm	
	Bible Study 9:45 am			Choir 7:30 pm		
	Evening Service 6:30 pm			Band 7:30 pm		
				Internet Meeting 7:30 pm		

FACTS & FIGURES	
8:30 a.m. Worship Service	203
9:45 a.m. Bible Study	434
11:30 a.m. Worship Service	448
Midweek Activities	182
Offering	\$14,926

NEW MEMBERS (Since October 1, 1997)	
By Baptism	31
By Statement/Letter	55
	86

RADIO MINISTRY		TV MINISTRY	
WCTN AM-66	Sundays 11:00am	Cable Channel 23 (48)	Tuesdays 2:30pm/Saturdays 9:00pm

MONTROSE MINISTRY STAFF

Dr. Ray Hager, Pastor
 Bill Collier, Minister of Education
 Mike Margenau, Minister of Music
 Scott Barron, Minister of Youth
 Greg Schick, Montrose Christian School Principal

Mark Hamilton, Minister of Hospitality
 Rhonda Crosby, Minister of Children's Education
 Shannon Short, Minister of Physical Education
 Andrew A. Oliver, CPA, Business Manager
 Bob Gill, Operations Manager

Montrose BAPTIST CHURCH
 Carrying the Light of Christ into a Darkened World
 400 Randolph Road
 Redville, Maryland 20852
 301) 770-5335

New Profit Corp.
 U.S. Patent
 7,917,117
 Redville, MD
 Patent Pending

Little things can communicate caring in a bulletin.

This is a great summary of the church schedule presented in an easy-to-read and understandable way in this bulletin.

The entire back of the bulletin is above, summary schedule to the right.

WEEK AT A GLANCE						
Sat. 20	Sun. 21	Mon. 22	Tues. 23	Wed. 24	Thurs. 25	Fri. 26
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	Evening Service 6:30 pm			Band 7:30 pm		
				Internet Meeting 7:30 pm		

tongues is. Are you Catholic? Explain the Mass briefly. Do you have a free-flowing service? Just tell folks to trust the worship leader. Ask for eyes to see whatever may be confusing to a stranger and then briefly reassure them or explain it.

▼ For regular attenders, it is often their lifeline to church activities. Repetition is important because not everyone is there every week. This page illustrates some ways to keep members informed.

#1 uses the mini-billboard approach; #2 uses a listing approach. Both can work well—just be sure you give all necessary information. The key test of good design for a church bulletin is do people show up for the events? If so, you did a great job!

Cybl sez:

"The church bulletin is sometimes such a drag to do! But people will spend eternity with Jesus if we do it well!

"So... make the message clear, let people know they are loved and most of all pray for insight and enthusiasm as you work on it!"



1



Everyone's Invited

Full-Course Surf and Turf Dinner
from the Rooftop Room
of the Holiday Inn in Rosslyn, VA
with a beautiful indoor skyline view of the
fireworks.

Cost is \$64 per person.
Contact Lora Conner at 301-774-6826 or Lynda Shirien at 301-770-5335
if you are interested.

Sponsored by the Montrose Senior Adults.



Chris and Jodi North
in the loss of their child.

Cards and notes of encouragement
can be sent to
47 Callie Lane
Menlo Park, California, 94025.

Internet Meeting

Wednesdays 7:30 p.m.
Room S221

If you are interested in
computers and the Internet,
please join Avi Chakranarayan
for this important meeting
to develop and improve
the Montrose Ministries web page.

2

Welcome to Third Baptist Church

If you are looking for a church home, we cordially invite you to consider Third Baptist Church. When the final hymn is sung at the close of today's worship hour, you are invited to "come forward" and tell our Pastor that you want to unite with our church. You may do so in one of three ways:

- * Professing faith in Christ and being baptized.
- * By transferring from another Baptist church.
- * By stating that you have previously been baptized in another church similar to ours.

A counselor will explain which is right for you. *Thank you for being our guest today!*

Vacation Bible School

Vacation Bible School is finally here. Tell your friends and neighbors, encouraging them to bring or send their children. There will be a final faculty meeting this Sunday, June 22, at 4:00pm. **Be sure not to miss the VBS Corral on Sunday morning, June 22 during Sunday School!!**

Counseling Class has begun

The current Biblical Counseling Class, BC 101, has a few more vacancies. It meets from 4:00-6:00pm on Sunday afternoons. If you are interested in learning how to stand in the gap and fight for another's spiritual life, this is an opportunity for you to improve your counseling techniques. For more information please contact Vern or Maggie Morse, or call the church office.

Fourth of July Picnic

We will be having a Fourth of July Church-Wide Picnic on Wednesday evening, July 2, at Old Fort Park. Please bring enough food for your family plus one, drinks will be provided. There will be recreation activities and a concert by "The Floridians". Come join us for an evening of fun, food, and fellowship. **A love offering will be taken for the Floridians. Come prepared.**

Missionary Spotlight

Sherry Pridemore ministers to families in Detroit's inner city. By feeding the homeless, leading a Bible study for senior citizens, and coordinating a clothing ministry, she is living the life she learned through Girls in Action and mission camps.

David and Darlene Sorley serve as medical missionaries in Nairobi, Kenya. 15-17% of the university students are HIV-positive. The Sorleys share the Gospel of Christ and His power in helping patients say no to sex outside of marriage.

Holy Land Trip

If you are interested in joining Bro. Murray for a "trip of a lifetime," call him at home (890-7308) or work (893-8192). The group leaves on September 23 on the Celebration Tour and Cruise to the Bible lands and will be returning on October 6. Tour brochures are available in the church office. Deadline for registration is August 8.

Golf Tournament Rescheduled

Mark your calendar for Saturday, July 19. We will have a "shotgun" start, with everyone teeing off at 7:00am. There's a new sign-up sheet in the foyer. Cost is still \$35.



Upcoming Youth Events

YOUTH SUMMER SERIES

Wednesday Leadership Development for Youth

6:30-7:30 p.m. "Developing the Leader within You"

7:30-8:30 p.m. Fun and games

Sunday Morning Youth Bible Study

9:45 a.m. "How to Build Friendships"



To find out more about youth leadership
opportunities and get up-to-date
information on Montrose youth events...

Call Scott Barron at
301-770-5335 ext. 213.

The church bulletin is a key tool for the success of any program in your church. Any format can work well, lists or bulletin board/ad style as both of these illustrate. Just be sure to be complete, clear, and loving in your layout and content.

Church Bulletins Inserts-Perfect for Niche Marketing Your Ministry

By Yvon Prehn

"What about church bulletin inserts?" is a question I'm often asked as I teach desktop publishing seminars to churches and ministries around the country.

The person asking me is usually not really ready for my response. I know what they want me to say - they want me to tell them that church bulletins should never have inserts - that they are messy and too much work to do and half of them end up on the floor anyway. Better

yet, they'd love it if I told them to never do a bulletin insert again!

But I can't tell them that.

The reason I can't tell them that is because church bulletin inserts are one of the best marketing pieces your church has for the ministries going on in your church. IF you understand their real value and if you create and use them properly.

Their real value in marketing the ministries of our churches is that bulletin inserts are a perfect vehicle for niche marketing. Niche marketing targets a very narrow interest group with

a sales presentation designed to speak specifically to that group. For example, a very clearly-defined niche market is new parents. When a couple first has a baby, they need all sorts of things. Direct mail marketers of diapers, strollers, infant toys and all sorts of other baby articles don't send out large mailings to every person in America advertising their wares. They buy mailing lists of new parents and market specifically to them. Niche marketing, when it functions well, greatly benefits both the buyer and seller. It targets real needs, it doesn't waste anybody's time, and the exchange of goods and services goes smoothly.

Think in terms of niche marketing in your church. For most churches, not every program or event in the church appeals to everyone. Moms of preschoolers don't need to know all the details of what the college group is doing for the summer.

However, what happens often in church bulletins is that the announcements for all groups are listed in a section together where it's difficult to find what applies to a specific group. In addition, many bulletins aren't long enough to contain all the information people need.

You might throw in the phrase, "call the church office for more information," but few people will and the result is that many worthwhile ministries are greatly under-attended.

Bulletin inserts are a way to solve that problem. Think of a bulletin insert as a mini brochure or billboard advertising a specific ministry to a narrowly targeted market. What will happen is that people will read or pull out only the particular insert that is of importance to them. That is the one they will keep and will probably take home and post on the refrigerator. Once the message makes it to the refrigerator, people will most likely act on it.

Here are some additional tips for making your inserts effective:

- Be consistent in your use of color for inserts either in your ink or paper colors. For example, always use pink for nursery news, green for missions, electric orange for high school etc. If you do that, just by seeing the color of the group they are interested in, people will pull it out and read it.

- Again, think mini-billboard, don't waste time writing lots of wordy explanations. Cut to the core of your message and just print that.

- When you design the insert, make the action items large and easy to see. Action items include the start and ending time, location, directions, contact phone number, cost, etc. Be sure to include ALL the details.

- Tell people exactly and specifically what you want them to do: call to sign up; donate something; be at a meeting.

- Try using one large, appropriate piece of clip art rather than an assortment of little ones. Try clip art that emphasizes the message of your insert rather than just being decoration.

- Use easy-to-read typefaces for the key information. It's OK to use a wild, crazy and fancy one for the headline or a catchy slogan, but if something is hard to read, many people just won't bother.

- Print on only one side of the paper-most inserts will end up on the refrigerator and can only be viewed from one side.

If you follow the steps above, yes it is more work and you may have to pick up a number of bulletin inserts carelessly tossed on the floor, but if one or two additional folks attend an event at your church where they come to know Jesus as Savior or grow in their Christian life it will be worth it all.



Yvon Prehn

E-mail: yvonprehn@aol.com

"Use typography to show readers where they are, how the elements fit, which items are dominant and which ones matter less. . . [readers will] reward you by liking your publication and saying that it is easy to read. They won't ever know how much work and thought went into getting it that way."

Jan White, Graphic Design for the Electronic Age

Typography

Variety in typefaces makes church bulletins easier to read

Typography gives readers clues to meaning when you use different type sizes and typefaces. If material is in the same typeface and size readers assume it is in the same category. A different typeface and size is an immediate clue that something different is being presented.

Keeping these basic typographic design principles in mind is useful when you choose the typography for your church bulletins.

As the examples to the right illustrate, a bulletin is much more attractive, professional looking, and easier to read when the type size and typeface vary with the content. In Church bulletin #2 the sections of the worship service are all in one size and typeface as are the activities and people involved in them. The songs are all in italics to set them apart.

In addition to using different typefaces to set apart different sections, in the Church bulletin #2, the major headings (Welcome to Worship, etc.) are all on the left-hand margin. This makes them easier to read than the Church bulletin #1. Centered headings work better when there is less text and it is more spread out. For a tighter space, headings on the left margin are easier to read.

Type combinations that work well

When deciding which typefaces to combine, it usually works best to use one sans serif and one serif typeface as the examples below illustrate:

- Helvetica & Times
- Helvetica & New Century Schoolbook
- Avant Garde & Palatino
- San Francisco & Helvetica (for the youth group)

Church bulletin #1

This is reduced from an original that was half of an 8 1/2-by-11-inch sheet.

This is how many bulletins look that are typed or word processed.

There is nothing wrong with this bulletin, but the example below shows how being able to use a variety of typefaces and sizes makes a bulletin easier to read and more professional-looking.

Church bulletin #2

This is reduced from an original that was half of an 8 1/2-by-11-inch sheet.

It was produced with a desktop publishing program. The ability to use different sizes and typefaces makes the bulletin easier to follow.

Name of the church—Helvetica, 24/auto, 130% width, tight track

Section headers, Helvetica, 12/auto, bold

Remaining text—Times, 12/auto, normal and some italic

CHRIST'S CHURCH
Sunday Worship—July 12, 1993

WELCOME TO WORSHIP
* Hymn #22 "Rejoice, Ye Pure in Heart"

Leader: Oh give thanks to the Lord, call upon his name
People: Make known his deeds among the peoples!
Leader: Glory in his holy name;
People: Let the hearts of those who seek the Lord rejoice!

WORSHIP THROUGH PRAYER
Pastoral Prayer Pastor Gayle Smith
The Lord's Prayer Congregation

WORSHIP THROUGH GIVING
Giving of Tithes and Offerings
Special Music "Beautiful Savior" Church Chior

WORSHIP THROUGH HEARING THE WORD
Scripture reading Matthew 6:25-33
Sermon "First things First" Pastor James Evans

WORSHIP THROUGH COMMITMENT
* Hymn #78 "My Jesus I Love Thee"
Benediction Pastor James Evans

* Those who are able, please stand

CHRIST'S CHURCH
Sunday Worship—July 12, 1993

Welcome to Worship
* Hymn #22 "Rejoice, Ye Pure in Heart"

Leader: Oh give thanks to the Lord, call upon his name,
People: Make known his deeds among the peoples!
Leader: Glory in his holy name;
People: Let the hearts of those who seek the Lord rejoice!

Worship through Prayer
Pastoral Prayer Pastor Gayle Smith
The Lord's Prayer Congregation

Worship through Giving
Giving of Tithes and Offerings
Special Music "Beautiful Savior" Church Chior

Worship through Hearing the Word
* Scripture reading Matthew 6:25-33
Sermon "First things First" Pastor James Evans

Worship through Commitment
* Hymn #78 "My Jesus I Love Thee"
Benediction Pastor James Evans

* Those who are able, please stand

Write for results, not just to inspire

Have you ever heard someone described as being "so heavenly minded they were no earthly good?"

In a similar vein, the book of James talks about "faith, by itself, if it is not accompanied by action, is dead" (James 2:17).

Neither of these statements put down the value either of being heavenly minded or of having faith, but they illustrate a challenge to those who write Christian desktop publishing. That challenge is to combine your inspirational messages with a clear call for life-changing action.

There are two key reasons for doing this. First, is the example of the how Jesus communicated, and second is the need for clear messages in people's lives today.

Jesus communicated for action

Much of Jesus' communication followed **the two-step process of first teaching a spiritual truth and then asking for action.** The Sermon on the Mount in Matthew 5-7 gives numerous examples of this method:

- **Teaching:** "You are the salt of the earth. . . . You are the light of the world."
- **Action:** "Let your light shine before men that they may see your good deeds and praise your Father in heaven" (Matthew 5:13-16).
- **Teaching:** "Why do you worry

about clothes? See how the lilies of the field grow. They do not labor or spin. . . . If that is how God clothes the grass of the field, which is here today and tomorrow is thrown into the fire, will he not much more clothe **you, O you of little faith?**"

- **Action:** "So do not **worry**" (Matthew 5:28-33).

Life today requires clear communication

If you want people to do something based on your communication, tell them clearly. Don't assume they will figure out what **you** want or **give** or volunteer based on vague spiritual promptings. People **don't have the time.**

Much writing done by DTP is in newsletters, bulletins, donor letters and updates. These pieces need a **response**—ask for it. For example:

- If you are writing to inspire a **life change based on Christian teaching, give** a brief biblical lesson and **follow** with a clear statement of how to apply it to **everyday life.**
- If you need volunteers, state the need, **list clearly how many people you** need, what the requirements and **commitments** are, and what training will be given.
- If you have a financial need, give the background, show precisely what the funds will be used for and then ask for a clear commitment.

Two great ways to deal with church news that doesn't fit in your regular sections

Doing desktop publishing in a ministry setting isn't often a tidy, organized process. Many things happen in people's lives and ministry events that don't fit into pre-assigned categories. Barb De Kruyter of the Richland Bible Church in Richland, MI has found a great solve this challenge with her Bulletin Board and Bits & Pieces section as illustrated below.

Bits and Pieces

- Ask Dave and Julianne Clark about their family vacation. They had some problems ...something about a guy named Georges.
- * Four RBC men (Clarence Avers, Steve Henderson, Stan Hum, and Larry Wallace) participated in the Apple Cider Century, that is they rode their bikes for 100 miles over some very rough terrain.
- * Men's Church League Basketball: Sign up on Sundays during the month of October. The \$30 registration fee is needed at the time of sign up. (Dan Georae, 685-0628)
- * Two of our teens (Holly Russell and Todd De Kruyter) are student leaders in a program called Teen HEART. They do peer abstinence presentations, including discussion and drama, to junior high and high school groups.
- * The Gull Lake Cross Country team is ranked first in the state of Michigan. (On the team, Charley Massey, one of their top runners, plus Joel & Troy Otte and Matt Wilbur.) * Lindsay Campbell, Abby Fisk and their girls' basketball team are undefeated in the league. * In boys soccer, Gull Lake won the regular season championship. Rob Schwartz and Brian Cody are

two Wolverine Conference top scorers.

* This month is the last month the Dobson inserts will be included in the newsletter mailing. They will still be available at the Welcome Center for those who are interested. (Cost cutting measures.)

• A Richland Bible Church artist is looking for volunteers to model for a charcoal portrait (an hour at a time). She is looking for men or women, young and old. (Who knows, it could be very interesting. Lwk what happened to Mona Lisa!) Also needed, a way to cut matting and framing expenses. (Jeanette Miller, 353-4936)

* A note from Chris and Jennifer McKenzie says that it's been five months since they left RBC to move to Indianapolis. They still miss us but have recently found a church that's on fire for the Lord like RBC.

* Burt and Darlene Rot are finally back in their house, which was gutted by fire almost a year ago. (Looks just like a *Better Homes and Gardens* feature.) We're happy for you! That should encourage Bill and Sandy Burdick whose house was also destroyed by fire late this summer. God really does give beauty in place of ashes!

Bits & Pieces

Please Share your stuff!!!

If you've done a DTP project or have an idea that has

worked out well, please share it!

Send samples, permission to use them, and your

comments on them to: *Cyberchurch Communications*, 4360 East Main Street, #459, Ventura, CA 93003. We can't respond to each piece, but we may use your work in a variety of ways (newsletter, web or other publications) to help and encourage others to do their best in DTP for the kingdom of God!

Barb describes these pieces in this way: "the Bulletin Board. . . it's handy for me, because I can include odd announcements that don't necessarily fit anywhere else. The best read column in the paper, one which accomplishes much the same thing, is the Bits and Pieces. I've experimented with various places to place it, and eventually Landed on the last page/mailler. It's very flexible and catches the reader's eye immediately. I try to make that column a place to highlight people and their accomplishments and a place to inject a little humor. Our church is growing quickly. One of my main objectives for the newsletter is to warm up the church for new people and make them feel like they too belong and know what's going on at the church."

Editor's note: with a church secretary with a heart for ministry and love for people that it takes to put together a section like Bits & Pieces it's easy to see why that church is growing! A column like Bits & Pieces is a wonderful way to make folks feel included. A section like the Bulletin Board can allow lots of flexibility and less stress both in deadlines and in production of a newsletter. Just do that page always last and save room for the last minute, unrelated to anything else items that come in.

BULLETIN BOARD

Help Wanted: Children's Ministry
Teachers are needed in the following areas:
1st & 2nd Year Olds - 1 teacher, 2 helpers
Kindergarten - 1 teacher, 1 helper
3rd Grade - 1 teacher, 1 helper
5th/6th Grade - 1 helper
Second Service
8 - 1st could be split - 4 teachers, 2 helpers
2nd - 6th desperately needs to be split - 2 teachers, 2 helpers
Registration team leader to contact and schedule workers.
Second service workers and teachers serve once or twice a month. Most first service teachers serve every other month. We need more greeters to help in the CE office during each service. Someone is also needed to stock teacher supplies, and answering questions. Call Kolene Hall, 629-9745 or Rob Weber, 746-4349.

Gracelife Conference
Cost = \$20 per person (\$35 at the door)
Alumni cost is only \$10.
A small cost to pay for a lifetime investment.
Thurs. Nov. 5, 7-9 p.m.
Fri. Nov. 6, 7-10 p.m.
Sat. Nov. 7, 9 a.m. - noon
Sat. Nov. 7, 1 - 3:30 p.m.
The Nature of the Flesh
The Exchanged Life and Journey to the Cross
The Believer's Identity
The Believer's Victory
Living the Exchanged Life

WEDDING CONGRATULATIONS
Tom Maurelio and Becky Rich
Married Saturday, September 12, 1998

BAPTISM CELEBRATION
Sunday, September 13, 1998
Ben Jacobs
Justin Hill
Amara Buldo
Jake Stormen
Ruth Doan
Cheryl Bull
Gary Majewski
Kelly Majewski
Frans VanderWal
Mary VanderWal

NEWBORN
NOAH STEVEN THROOP
Born to Marc and Peg
Monday, September 28, 1998
7 pounds, 12 ounces

BABY DEDICATION
Sunday, October 4, 1998
Bryon Kenneth Bauman
Elliott Frederick Bull
Autumn Lindsey Cornhus
Gabrielle Elizabeth Fadden
Sean Alexander Haley
Sarah Elizabeth Haley
Kaitlyn Elizabeth Nelson
Robert Ryan Roth
Clay Samuel Turner
Grace Elizabeth Turner

New Members
BRAD AND RENE SAAR
RAND VOGELSONG

On the move to a great church, Harrold
"They have pastors!"

Be sure to include the *little things* in your publications

by Yvon York Prehn

One of the occupational hazards of doing DTP work for any length of time at a church or ministry, is over-familiarity. Without thinking, it is easy to assume that everyone knows the people, time, and location of events as well as the people do in the headquarters or church office.

But they don't. And when a DTP publication doesn't give complete information about where an event is to take place and all of the details about it, don't be surprised if the response is not what you expected.

People are too busy today to call back to an office for basic details. Or they might be a newcomer and feel like everybody but them knows who is in charge or where it is and they may be too shy or embarrassed to ask.

What to include on calendars:

Name of event

If this isn't clear, clarify it. For **example**, my church has an event known as "Hospitality Night." From the title alone you'd have no idea that it is a free meal for singles hosted by married couples in the church. Explain somewhere what an event is unless it is totally self-explanatory.

Location

Give the address and if necessary, directions. An excellent solution that one church adopted was to always give directions to an event from the church. They reasoned that everybody knew where the church was since that is where they heard about the event. Especially in a large metropolitan area, a common starting point such as this is helpful.

Contact person

No matter how well you know them, some folks may have no idea that it's Cathy or Jane or Ann that always hosts a certain event. This is especially important for any event that involves **children** or teens; parents need a contact person.

Phone number

Folks get lost, confused, or have questions. If you can provide a work number as well as home phone that's even better. If the church office is the one to call, list the number and extension right there. Not everybody has the number memorized and people might not have the time to look it up.

Time and duration

Time is so important, but again left out often on the assumption that "everybody knows when the newcomer coffee starts. . ." Everybody doesn't know. Duration is also important especially for newcomers or folks needing to get child care. Are you asking them to commit for an hour, a day, an entire evening, or part of one? People may not be willing to ask and with today's busy schedules, this can be a major determinate if many come or not.

Cost or contribution required

If someone shows up to an event and can't pay for it, they may turn around and walk away. If a food item is desired, but not required, state that. If there is no cost, let people know. If a scholarship is available, let them know and tell them who to contact.

Reasons why people don't already include these things

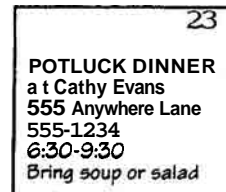
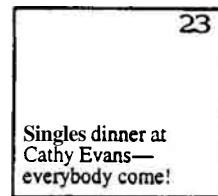
Objection: "It won't fit on the calendar."

Solutions: Experiment with smaller type. Strive to get one that prints clearly at small sizes—test options on your printer. Use variety in bold, italic, etc. to make the various parts of the announcement stand out.

Or make a bigger calendar. What is the use of a tidy little calendar if it doesn't serve people?

Objection: "But it's so boring to type up all this little stuff all the time." This is one you probably wouldn't say out loud, but it's often in our heads.

Solutions: Put reoccurring information in a scrapbook or other place in



*The top example is what often appears in ministry calendars. But that brief listing can be confusing and unhelpful to everyone but ministry insiders. Be kind and include all the important details in your calendar listings as the second example below. In the top example **limes** is the typeface in the bottom one, **Lithos** is used for the header and **Tekton** for the remainder:*

your computer or make a macro so you can pull it up whenever needed.

Remember that what you are doing is servant work—sort of foot-washing with the computer. Lots of the jobs we do to carefully inform people are repetitive and boring, but that little bit of information may be just the one someone needed to get them to an event that changes their life.

Tip of the month

To make sure that you get all of the information that you need when putting together a calendar, make up a little form to give to people before they submit any information to you. Don't accept material for your publication unless it is all filled in and you'll save yourself lots of follow-up phone calls.

Use a REPORTER FORM to make putting together your publications easier and more complete

You don't need to be told how hard it is to get people to write for the church letter, bulletin, or whatever it is that you need to publish in the church office. Typically, you ask folks to "write up a little piece telling me what's happening in the mission's committee this

quarter" or men's ministry, or youth department, or whatever. You wait and wait; you call; you remind them and the piece finally comes in. Then you end up rewriting most of it because the person you asked to do it isn't used to having to write. When they see your corrections their feelings are hurt and they never want to write for you again. You feel like you can't win.

Reporter forms are the solution! Instead of asking people to write the pieces themselves, just ask them to fill out the form. It takes them less time and you can easily write it up what you need. You can list the person who provided the information in the publication as a "Contributor" and nobody's feelings are hurt.

Additional benefits: if they don't have time to fill out the form, it's very easy to use the form, call, and interview them. Also, you can keep the completed forms by the phone in the church office and if someone calls and has a question you have all the information right there.

The Lord calls us to work in peace and joy as we serve him. This form may help accomplish that goal.

Sample reporter form

Use a form like this to get in information for your ministry publications and it will make your job easier than having to rewrite the typical pieces that are turned in. Modify the form any way you want to make it useful to you and your people.

Reporter form for ABC Church

Thanks so much for agreeing to be a contributor to the communication ministry for our church. Please fill in the form below and return it to _____ no later than _____. We will take your basic information, write it up and use it in whatever of the following formats we are able to: the bulletin, newsletter, web site and other mailers or PR pieces. Please call _____ if you have questions.

Name of event _____ Date _____

Sponsored by: department of church or person _____

Person in charge and phone number _____

Location of event _____

If not at the church, please give directions and a name and phone number for the location _____

Time (be sure to include start and ending) _____

Cost _____

Child care? Cost and location _____

Who is it for? Age group, church, visitors etc. _____

Describe the activity:

What will the person attending get out of it?

Why should people attend?

Any other information we need to know:

Thanks so much for taking time to do this. Now our job will be to publicize the event; your job is do all you can to make it an event the Lord will be proud of and to pray for the leaders and people attending.

Blessings!

The Communications Department at ABC Church

Church bulletins—cover

A handshake, a hug, a welcome, an invitation, a challenge and guide—a bulletin needs to be all these things for visitors. It's a very important task.

Your challenge is to communicate the best of your church and the Gospel on paper—remember it is a message folks will take home with them.

Church bulletins are one of the primary communication pieces of churches. It is the first thing a visitor sees. It is an important means of communicating with the congregation during the week.

In the past many churches purchased pre-printed bulletin covers with religious art on the front and added their order of service inside. You can still use this method with DTP.

Today with the graphic abilities of DTP, many churches are now creating the inside and the outside of their bulletin. Sometimes a church wants an illustration of the church on the front, sometimes the church wants to reproduce their logo on the cover. Either graphic treatment can work well. In addition to the logo or illustration of the church, the cover can be used to give a message of welcome and to encourage people to think about the upcoming message. The bulletin cover illustrated on this page shows how this can be done.

This bulletin is 8 1/2-by-11-inch folded in half. There are 2 p margins around the edge of the sheet.

Helvetica, 30/auto, bold, 130% width, tight track

Helvetica, 12/auto, bold, paragraph indent 2 p

Helvetica, 12/auto, normal, paragraph indent 2 p

Helvetica, 12/auto, bold, centered

Logo created from a Zapf Dingbat triangle with a Zapf Dingbat reversed cross placed on top

Helvetica, 24, auto, bold, 130% width, tight track

Welcome to Trinity

We're so glad you've chosen to be with us today!

Please relax and enjoy the music before the service starts. Quiet your heart before God. Ask Him to meet with you and teach you today.

Inside you'll find our order of service and the activities of the church for the week. On the back cover is a listing of our staff and church hours and phone numbers.

Our sermon today is on "Setting Priorities." As you wait for the service to begin, think about this verse:

"But seek first his kingdom and his righteousness, and all these things will be given to you as well."

Matthew 6:33



Trinity Church

Church bulletins—order of service

Listing the main events down the left-hand margin as in the example below makes it easier to keep your place than if they were centered on the text.

There is a 2 p margin around the edge of the bulletin on all sides.

All lines are 2 points.

Logo the same as on card and stationery.

Avant Garde, 18/20, bold, all caps

Palatino, 12/14, normal


All type flush left is Avant Garde, 10/12, bold, all caps.

Remaining type is Palatino, 10/12, either normal, italic or bold depending upon function.

The primary layout concern for the order of service of church bulletins is that they must be easy to follow. One way to do this is through consistency in type size and placement. In the example below, the order of service events are one size type and placement, the people another, the hymns and reading page numbers another.

The design should also reflect the communication style of the church. For example, the bulletin on this page has a formal, structured layout, as do the other publications from this church. On the next page is a much more informal bulletin layout, reflecting a different church personality.

This bulletin is an 8 1/2 x 11-inch page folded in half. It could either be the inside of a preprinted bulletin or it could be the front and back of one sheet inserted in a preprinted piece that had announcements printed on the inside.

 <p>FIRST UNITED METHODIST CHURCH</p> <p>MORNING WORSHIP SERVICE 11:00 a.m., November 8, 1992 Eleventh Sunday in Kingdomtide</p> <hr/> <p>PRELUDE Darrel Nystedt, Organist <i>Adagio from 1st Sonata, Felix Mendelssohn</i></p> <p>CALL TO WORSHIP Rev. April Smith Christian Education Director</p> <p>Leader: It is good to give thanks to the Lord, to sing praises to the Most High; People: To declare the Lord's steadfast love in the morning, and his faithfulness by night, Leader: To the music of the lute and the harp, to the melody of the lyre. People: For you, O Lord, have made us glad by your work; at the works of your hands we sing for joy.</p> <p>PROCESSIONAL HYMN <i>Joyful, Joyful, We Adore Thee</i> <i>Hymnal, page 89</i></p> <p>MORNING PRAYERS Rev. Harold James Singles Minister</p> <p>Pastor: The Lord be with you. People: And also with you. Pastor: Let us pray.</p> <p>PASTORAL PRAYER, THE LORD'S PRAYER, AND CHORAL RESPONSES</p>	<p>WORDS OF WELCOME Dr. Roland Pierce Senior Minister</p> <p>GIVING OF GOD'S TITHES AND OUR OFFERINGS</p> <p>OFFERTORY ANTHEM Mona Roger Director of Music <i>How Lovely Is Thy Dwelling Place, Johannes Brahms</i></p> <p>DOXOLOGY <i>Hymnal, page 95</i></p> <p>SCRIPTURE READING Jan Costley Assistant for Pastoral Care <i>Matthew 18:21-35, pew Bible page 457</i></p> <p>SERMON Dr. Roland Pierce Senior Minister <i>"What is Forgiveness Worth?"</i></p> <p>HYMN OF DEDICATION <i>How Great Thou Art</i> <i>Hymnal p. 32</i></p> <p>BENEDICTION Rev. Harold James Singles Minister</p> <p>POSTLUDE Darrel Nystedt Organist <i>Finale from 1st Sonata, Felix Mendelssohn</i></p> <hr/> <p>GO IN PEACE THIS WEEK — <i>Avant Garde,</i> AND <i>10/15, bold</i> SERVE THE LORD WITH JOY <i>italic, all caps</i></p> <p>— fold line</p>
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An informal bulletin

This bulletin is very friendly. It answers visitor's questions right on the front cover without having to make them hunt for information.


Ask visitors what they want to know and then publish it on the front of the bulletin—and don't forget to tell people how welcome they are to your church.

This bulletin is half of an 8 1/2 x 11-inch piece of paper. It could either be the outside panel of a bulletin with announcements inside or one page inside an 8 1/2 x 11-inch sheet.

This bulletin reflects the more informal structure and personality of this church. Because there is less complexity to the order of service the bulletin can also contain important information for guests in an easy-to-read location.

If you put overall church information in your bulletin, be sure to be complete and clear in what you write. For example, this bulletin doesn't just say that child care is available, it tells how to get directions to it. It doesn't stop by telling you to attend an adult Sunday School class, it tells you who can attend and where to find out more information about them.

A good way to find out if your bulletin information would make sense to an outsider is to have someone who is not familiar with your church read it and tell you what it says to them.

	Times, 14/16, bold, 120% width	Times, 18/20, bold, 130% width	Times, 9/10, normal
	<div style="text-align: right;">560 North Evans Leadville, CO 80907 (719) 377-9887</div> <div style="text-align: center;">  New Hope Church Sunday Service October 27, 1992 9:00 a.m. & 11:00 a.m. </div>		
	Our Order of Service		Guests
Times, 10/12, bold	Opening Songs		<p>Welcome to New Hope Church. We're glad you came!</p> <p>Following is information for your first time at New Hope Church:</p> <ol style="list-style-type: none"> You may take your children to the Nursery or Children's classes. Our Children's Ministry has care and classes for all ages during both services and during the Sunday School hour. The folks at the Welcome Center in the church entry will direct you to the classrooms. Feel free to visit our adult Sunday School classes. We have classes for all adults. Some study a book of the Bible and some a topic in the Christian life. If you are single, married, attending by yourself, or with your family, we'd love to welcome you to a class. The Welcome Center in the church entry has directions to and descriptions of each class. Please do not feel obligated to participate in the offering. The offering is intended for the regular attenders who consider New Hope their church home. If you have any questions about our church, feel free to call us anytime.
Times, 14/16, bold, underneath, 2 point line	-on overhead The Lord Thy God Cornerstone We Bring the Sacrifice of Praise		
Times, 12/14, bold	Welcome Tom Hanson		
Times, 10/12, normal	♦ Singing Together -page 122 in hymnal Great is Thy Faithfulness		
Zapf Dingbat, 10/12, normal	Scripture Reading -page 314 in pew Bible John 14 Karen Jensen		
2 p margin around page, each text column is 14 p wide.	Giving Back to God		
	Sermon "God's Faithfulness is Forever" Pastor Alan Jones		
	♦ Singing Together -words on overhead I Worship You In the Name of The Lord		
hairline to divide columns	♦ Closing Prayer Pastor Alan Jones		
double line at bottom and around top information	♦ Would all who are able please stand.		

Church bulletin inserts—sermon notes

The next four pages of inserts were all prepared on half of an 8 1/2 x 11-inch piece of paper. They can be modified for a bulletin that is either wider or narrower just by adjusting the length of the column. The sizes and placement of type will work with a large variety of sizes.

When you prepare inserts for your bulletin, printing them in different colors will make them easy to keep separate. Light colored paper is easier to read than dark colors, so stick with printing on shades of beige, gray, white and light pastels.

The church logo or a line stating that it comes from the church is helpful on the insert if people need to call for more information. Be sure to also include the phone number if a reply call is required.

When printing a sheet to take sermon notes on, a minimum amount of text works best. Some churches simply enclose a sheet with only the title and appropriate Scripture passage included.


*Helvetica, 18/auto,
bold, italic*

*Logo treatment same
as bulletin cover*

*Helvetica, 18/auto,
bold, normal*

*Helvetica 12/auto,
bold, normal*

Though they are work to create, it's OK to have lots of inserts in your bulletin. Think of them as mini-billboards, ads or advertisements. Make it easy for different members of the family to take out and post what is important to them.

<i>Sermon notes</i>	
	Trinity Church
Help in Temptation	
Matthew 4:1-11 Rev. John Smith	
There is victory over temptation.	
I. Temptation is a spiritual battle, vv. 1,2.	
II. Victory over physical temptations, vv. 3,4.	
III. Victory over spiritual temptations, vv. 5-7.	
IV. Victory over temptations to abuse power, vv. 8-10.	
V. Conclusion and application, v. 11.	

Church bulletin inserts—schedule

Putting together a schedule of events for a church or ministry is far more difficult than it first appears. Not only is there usually a large amount of information to include, but to be effective more needs to be included than date and time.

You need a contact person and phone number for people who are not familiar with the program. You may need to include length of time for some programs that target working people. Words of encouragement and welcome may help get new people into the program.

Times, 10/11, bold, italic

*Helvetica, 18/auto,
bold, italic*

*Logo treatment same as
previous bulletin
cover on p. 93.*

*Helvetica, 12/auto,
bold*

*Times, 10/11,
bold for time,
normal for text*

*Note how each
level of
information—
date, day, time,
and event is
treated in a
different way
typographically.
This makes each
area easy to pick
out.*

*You are welcome to any of the following activities at
Trinity. Please call the contact person if you need
more information.*

This week at



Trinity Church

Sunday, Jan. 31	8:30 a.m.	Prayer service in chapel. All are welcome!
	9:30 a.m.	Sunday School hour
	11:00 a.m.	Worship service in sanctuary
	5:00 p.m.	Youth Bible study in senior high meeting room. Contact Jim Edwards, 655-5555. All senior high welcome.
	6:30 p.m.	Evening service
Monday, Feb. 1	12:30 p.m.	Ladies Brown Bag Bible Study in Church conference room. Contact Amy Wells, 654-5555.
	1:30 p.m.	Finance Committee, in Pastor's study.
	6:00 p.m.	Outreach Team meeting at Jeff and Jean Davis's home. (123 Terry Street, 765-5555)
Tuesday, Feb. 2	6:30 a.m.	Professional Women's Breakfast at Denny's on Union. New women very welcome. Lasts one hour. Contact Jenny Jones, 543-5555.
	7:00 p.m.	Single's Bible Study at Wayne Johnson's. (346 N. Hurlburt, 654-5555)
Wednesday, Feb. 3	6:30 a.m.	Men's Prayer Breakfast, Denny's on Union. Pastor Smith leading study on James. Contact John Hart, 543-5555.

Church bulletin insert—special event

If you want to do a poster for an event, use a similar layout to this bulletin insert. Make individual items and type larger in size and print on 8 1/2 x 11 inch or 14-inch paper.

Think of these inserts as mini-posters. They should be eye-catching and easy to read. You can use bright colors for the paper on these. The hot pink paper that wouldn't be appropriate for sermon notes might be just right for a youth event.

Don't put too much on them—just include the facts that are important. Always be sure to include a phone number for more information.

A map is useful to include for special events held away from the church. You can either draw one with your computer program or paste one on after you have created the rest of the insert on the computer.

Bookman, 12/auto, bold, italic

Attention senior high students!
Come celebrate an undefeated season at the

Bookman, 30/auto, bold

Church Basketball Team Victory Party!

Helvetica, 14/auto, bold, centered

**at the
Berry's House
444 Pine Ave.
555-5555**

**Friday, 7:30 p.m. to
9:30 p.m.**

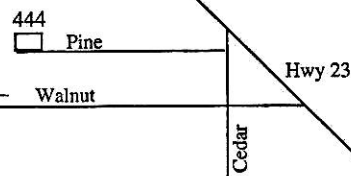
**Bring a munchie.
Beverages provided.**

Clip art. A photo of the team could also have been used.



Helvetica, 10/auto, bold

How to get there:



Times, 10/auto, normal

*Map was drawn in
Pagemaker, directly
on insert.*

Church bulletin inserts—back page or staff page

Every church bulletin needs a place to list the staff and the services the church provides. Some churches keep this a constant on the back page of the bulletin. Others, who may list it each week in a newsletter, include an insert in the bulletin once a month.

In addition to listing staff, you can also use this section to answer regular questions that are asked about your church.

How detailed you make your list is more a matter of the procedures at your church than of graphic design. In some churches the same people handle every ministry task. In others the lines of responsibility are more clearly structured. Just be sure your communication reflects your style of ministry.

*Helvetica, 18/auto,
bold, italic*

*Logo treatment same
as previous bulletin
cover on p. 93.*

*Helvetica, 14/auto,
bold, normal*

*Times, 10/11, bold,
normal*

*Times, 10/11,
normal*

Times, 12/12, bold

Staff and service at



Trinity Church
1222 Oak Road
Evans, OH 88888

Staff

Any of the individuals listed below can be reached at the main church office phone, 555-5555.

Andy Wilson
Senior Pastor
Robert Smith
Worship and Administration
Joe Sheffer
Youth Pastor
Becky Johnson
Sunday School Coordinator
Lisa Smith
Church Secretary

Services

At Trinity we seek to serve you in any way we can. Below are some people to contact when you have these questions or needs.

A prayer request?

Call Jean Adams, 555-5576 or the church any time to leave a request.

Information about Sunday School classes?

Call Mary Lou Seasons, 555-9876 for information about children's classes and John Lee, 576-5555 for information about adult classes.

Information to go in the bulletin or newsletter?

Contact Lisa Smith at the church office before Tuesday of each week.

A need for financial aid?

Call Kenn Otta at 765-5555 or leave a message at the church office any time.

An illness, hospitalization, birth, wedding or death in the family?

Call the church office any time.

A question about baptism, membership or any church doctrine?

Call the church office and make an appointment with any pastor.

For any question or concern not on the list—please call us anytime. If we can't talk to you immediately or help right away, we will as soon as possible.

End notes, Reprint Information, Resources, etc.

Permission to reproduce articles:

You may reproduce single copies of any of the content in this publication for your church staff or you may reprint it in any publication or website that is intended to help churches without additional permission and with my blessings.

PLEASE use the following citation:

by Yvon Prehn, www.effectivechurchcom.com

I would appreciate you linking to the website, www.effectivechurchcom.com.

PLEASE let your friends know about our ministry of helping church communicators and the resources we have for them at www.lulu.com/yvonprehn.

Interview info:

If you would like to interview Yvon Prehn on any of the topics in this publication or any topic related to church communications for either print articles or other media, I'd be happy to chat—contact me through yvon@effectivechurchcom.com. I have done extensive radio work, some television, and am comfortable with unscripted interviews, call-in, and talk formats.

Additional resources, training and church communication instruction:

The website: www.effectivechurchcom.com has hundreds of articles, videos, podcasts and additional resources to help you grow as an effective church communicator. The website has free materials, low-cost downloadable communication helps, and materials available to members only,

Effective Church Communications also has a church communication resources storefront at www.lulu.com/yvonprehn that sells downloadable and paperback books and instructional materials on CDs.

Citation note:

Some of the material here appeared in earlier versions of articles in *Christian Computing Magazine*, articles in my newsletters or other publications, my misc. books and reprints, or on my website, www.effectivechurchcom.com. I'm always advising church communicators of the importance of repetition and I repeat key articles, advice, and key communication teachings in many ways.

Scripture versions and citations:

Unless otherwise noted, Bible verses are from the New International Version.

Scripture taken from the HOLY BIBLE, NEW INTERNATIONAL VERSION®. Copyright © 1973, 1978, 1984 International Bible Society. Used by permission of Zondervan. All rights reserved.

Comments, corrections, questions, suggestions for additional articles or information to help church communications etc.

Please send to yvon@effectivechurchcom.com

And may the Lord give you strength, joy, wisdom, and peace as you serve Him in church communications ministry,

Yvon Prehn

Ventura, CA

About Effective Church Communications

Effective Church Communications is a ministry that provides training, resources, and inspiration to help church communicators

fully fulfill the Great Commission. The hub of our ministry is the website: www.effectivechurchcom.com.

Our definition of effective church communication is communication that fully fulfills the Great Commission—that helps people come to know Jesus as Savior and helps grow them to mature discipleship.

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.

Though we work hard to stay current with technology (our training is web-based, we tweet, podcast, and are moderate tech junkies), we value and teach timeless communication skills and principles. The majority of our training has application in every communication channel from print to podcasts.

We believe churches of every size, from tiny house churches to mega-churches benefit from clear, effective communication. We strongly encourage churches be who they are in their communications and to reflect their unique denomination and heritage. We encourage them to speak personally to their congregation and community rather than copy the latest mega-church or marketing trend.

We do not allow, encourage, link to, or promote in any way, irreverent, profane language or snarky, cynical approaches to church communication or in the discussion of it. We serve a holy God and we seek in all we do to walk worthy as we communicate a worthy message.

We strongly believe church communicators, from any size church, who use any software, with any skill level, can do all the work they need to, with the people (staff and volunteers) they have, to create the communications needed at their church. We also believe church communicators from churches of every size and description be an encouragement and help to each other.

Though we encourage church communicators to pour their hearts, minds, and souls into the hard work of communicating the words of eternal life, we are constantly aware that our words will only accomplish eternal results because of His blessing of them and His working through them, by our eternal God.



About Yvon Prehn

Yvon Prehn is the founder and director of the training site for church communicators, www.effectivechurchcom.com.

Yvon has worked in communication ministry for over 25 years. She was a free-lance newspaper reporter and religion writer for the *Colorado Springs SUN*. She was a top-rated, national trainer in desktop publishing for Padgett/Thompson, the nation's largest one-day seminar company when desktop publishing was first invented. She worked as a communications consultant and trainer for many of the ministries headquartered in Colorado Springs and was senior editor at both Compassion International and Young Life International. For fourteen years she traveled full-time all over North America teaching seminars on church communications.

Yvon has written for many of the major Christian magazines. Her most recent books include: *Church Bulletins, how to create and use them to touch and change lives*, *Church Connection Cards*, and *The Five Steps of Effective Church Communications & Marketing*, all available at www.lulu.com/yvonprehn.

Yvon has a master's degree in Church History and has done additional extensive graduate work in theology and communications. She has taught high school English and was an adjunct professor in church history at Regis University. She is the wife of a bi-vocational pastor and does the secretarial and church communications work for her husband Paul, in addition to co-teaching in a variety of ministry settings at the church they work with in Ventura, California.