



You can do it!

You can create all of the communication materials you need inexpensively, at your church, and by your people

from yvon prehn



Foundational Question

- *Question: can we really do the communications we need to do and can we afford it?*
- *Answer: YOU CAN if YOU do it!*
 - *YOU means your church and the people in it*



Biblical Reasons

- **You** were called to a particular location, church, audience
- No one knows your people and culture better than you
- Why spend money on things that are copies of what other people are using?



Stewardship reasons

- Great resources are free
- Small costs, big return when money spent wisely on:
 - Software
 - Training
- ***When you train your people, your resources are kept in the church



People reasons

- Skills aren't automatic
- You equip the saints to do the work of the ministry
- Empowers your people
 - Empower staff to create
 - Empower entire church to market



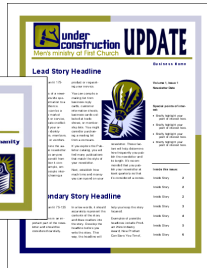
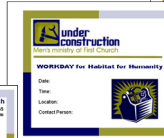
Free and inexpensive tools and training are available in:

- Print creation
- Website creation
- Free Images
- Image editing tools
- Production tools,
- PDF, audio, video,
- Training for all of the above
 - ***Just a tiny taste, so much more on ECC website, and coming up in webinars and training.



Print creation

- Microsoft Publisher
- Great design options
- Templates



InDesign



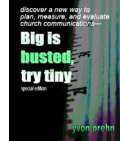
MS Publisher



It isn't the program that creates good design it is always the person.

So much you can do with it

- Create website headers
- Create JPG resizable graphics, logos, etc.
- Professional publications of all kinds, sizes, etc.
- How-tos on www.effectivechurchcom.com



From Yvon Prehn, Effective Church Communications, www.effectivechurchcom.com
Your source for church communications training, resources, and inspiration to help your church fully fulfill the Great Commission.

All teaching examples done in MS Publisher, editable files available for ECC MEMBERS—saving you lots of time & money!

Websites—www.wordpress.com

Free & Encourages CONTENT-rich sites

Current: www.effectivechurchcom.com, uses WordPress.org

<http://samplechurchventura.wordpress.com/>

<http://samplenotchurchasusual.wordpress.com/>

From Yvon Prehn, Effective Church Communications, www.effectivechurchcom.com
Your source for church communications training, resources, and inspiration to help your church
fully fulfill the Great Commission.

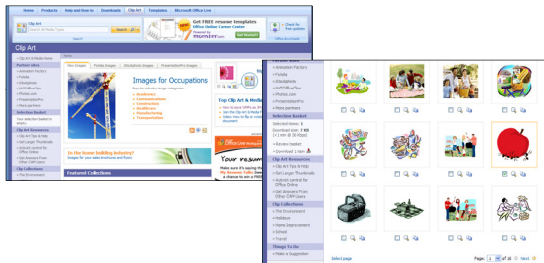
Inexpensive training

- Software training:
 - www.lynda.com
 - \$25/a month, individual, unlimited training
- Effective church communications training
 - www.effectivechurchcom.com
 - \$9.99 a month or \$99 a year, individual, small church
 - \$19.99 a month, \$299 a year, larger churches, multi-person use
 - NO ads or affiliate marketing



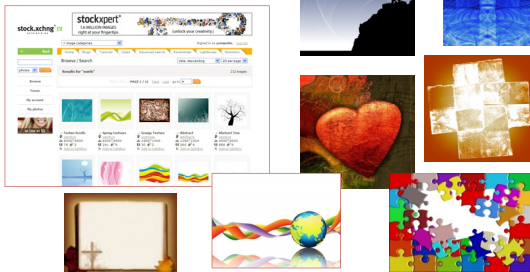
Free Images

- www.microsoft.com



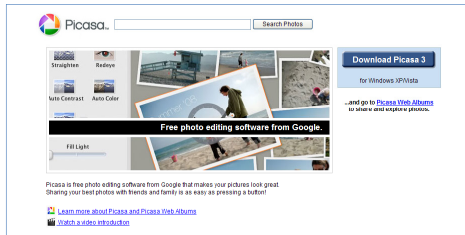
Stock exchange

- <http://www.sxc.hu/>

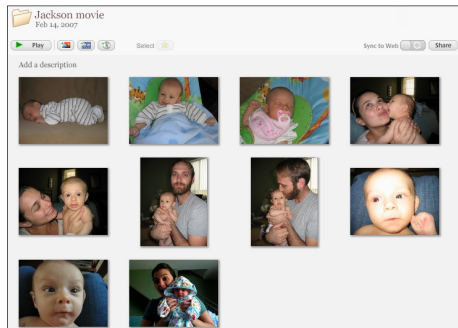


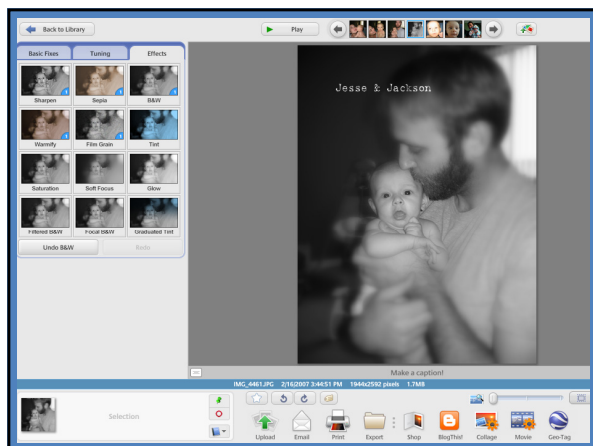
Free Photo editing

- www.picasa.com, from Google



Insert a group of photos







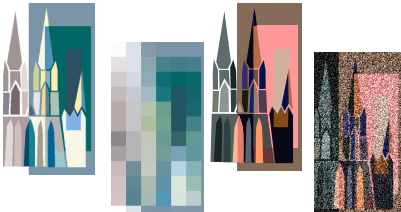
One click Mosaic; but if use in publication be sure to number and caption.

1. Jackson, Yvon's grandnephew
2. Jackson and mommy Robyn
3. Jackson, resting

Image editing, manipulation—Snagit

www.snagit.com, \$49

- Screen grab, image editing and format conversion, low cost substitute for Photoshop filters



Free trial

Course on Snagit editing for ECC Members

How to create custom graphics from photos

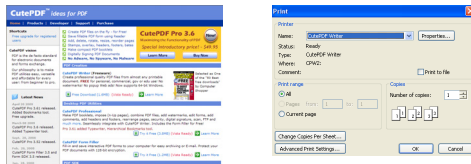
A step-by-step tutorial by Yvon Prehn

Easter results

Children's Ministry

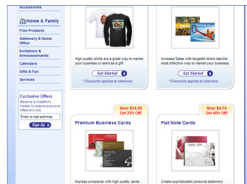
Print Production

- PDF=Portable Document Format
- A great way to send files created in any program to the church office to be printed
- www.cutepdf.com FREE



Print Production upgrade

- Professional, slick, glossy
- Vista Print
- www.vistaprint.com



Premium Business Cards	250 Reg. \$49.99	Now FREE
Standard Postcards	100 Reg. \$24.99	Now FREE
FREE T-Shirts	Order Now!	1 FREE
Small Magnets	25 Reg. \$42.99	Now FREE

Multi-media Creation

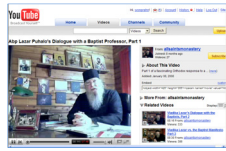
- Audio—Audacity
- <http://audacity.sourceforge.net>
 - A key to success in all:
learn to do what you need
to do and don't worry
about the rest



Gear for streaming audio, podcasts, etc:
\$29. Logitech USB headset with microphone,
purchased at Target

Video

- Create with:
 - Webcam
 - Video Camera
 - Camtasia (expensive exception, \$299)
- Load up to:
 - www.YouTube.com
 - Lots of others
- Link to your site



Finally, if a bit overwhelmed



Remember John Wesley's words:

Do all the good you can,
By all the means you can,
In all the ways you can,
In all the places you can,
At all the times you can,
To all the people you can,
As long as ever you can.

**Much more is available for you
at**

www.effectivechurchcom.com

**Become a member and get the
training and resources you need to be
an effective church communicator!**
