

HOW to

be more successful
in recruiting
volunteers
for church
outreach events



a case study

about this case study:

Volunteering at church: essential for the church and the volunteer's spiritual growth

Recruiting volunteers is one of the most challenging tasks in the church, but one of the most important. It is important not only so that you get all the work done that needs to be done, but so that the volunteers themselves can grow in their Christian lives and by their service be pleasing to our Lord.

Though this material goes specifically into how to redo and create a volunteer recruitment brochure for an alternative Halloween event at a church, the principles can be applied to any volunteer recruitment situation.

Following the specific Case Study are two additional articles

The articles are:

Clear communications guidelines to help you recruitment and retention volunteers

Communications for a good continuing relationship with your volunteers

Feel free to make copies of the articles and use them for discussion at a staff meeting.

Let us know what has worked for you

If you have copies of volunteer recruitment materials or any tips that you have found helpful, please send them to us along with permission to use them. Email them in any digital format: PDF, MS WORD, Publisher, Adobe Pagemaker or CS3 to: yvon@effectivechurchcom.com.

We learn best from each other and really appreciate your input. Thanks so much ahead of time and enjoy this booklet!

CASE STUDY: Why a church did not get the expected volunteer support needed for a successful TRUNK or TREAT



Trunk or Treat

A Fall Festival for the Whole Family
6:30-8:30 pm, October 31st

I can help with the following areas:

- ☐ Decorate the trunk of my car
- ☐ Set-up
- ☐ Clean-up
- ☐ Cooking
- ☐ Greeter
- ☐ Crowd control

Name: _____

Phone Number: _____

Candy Needed
(Drop off in lobby)



An modified example of a bulletin insert that was used to recruit volunteers for a Halloween Outreach. Though colorful and eye-catching, the lack of information made it less successful than it could have been.

Advertising procedure and results:

1. The insert was placed in the church bulletin for two weeks.
2. Follow up was by phone call.
3. Almost all the volunteers were people who had volunteered in years past.
4. There were not enough volunteers for the event to run smoothly. Volunteers were so busy with basic tasks, there was little hosting or guest interaction, no follow-up information was given out, no information collected for church follow-up.
5. The night itself was a success for the urban neighborhood--lots of free food and safe fun for the kids, but the lack of volunteers prevented the church from significant information gathering, interaction, or relationship building with their guests. Lots of time and money was spent for few lasting results.

The church had a large congregation to draw from and it is a caring, outreach focused church. So why did they not have enough volunteers?

.....and what to do about it

Putting on outreach events is a tremendous amount of work and for a very good reason—the eternal destiny of souls is at stake.

When things go well, we rejoice. When they don't, when we either don't get enough people to help, or we don't get the turnout we prayed for, massive discouragement and sometimes blaming and finger-pointing result. We wonder, what happened?

The reason for a disappointing turnout of either volunteers or attendees is almost always a failure to communicate effectively.

This case study will discuss what was not effective in the communication from this church that resulted in a less-than-hoped-for response of volunteers and what could have been done to get more people involved.

What was done: the bulletin insert used to recruit volunteers

The bulletin insert here (modified and details removed so as not to embarrass the church) was used to recruit volunteers for the alternative Halloween event in a previous year. The church is in an urban area and, by virtue of location alone, always gets a large turnout for a free event hosted on-site. Because of the expected turnout, lots of volunteers are needed for it to be an outreach success.



Trunk or Treat 1

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Three different Trunk or Treat examples: a snow scene in summer, sports fan tailgate theme, flower children with peace signs and tie dyes.

It's a great time to let your imagination go wild and have fun—not to mention allowing the true interests of church members to come out.

By explaining either on a brochure or your website and giving people concrete examples, potential volunteers will then know what to do and what it's about even if it is their first time to be part of the event.

You might even consider offering a prizes (trophies, dinner out, gift certificates) for the most creative, best sport's fan, most unusual Trunk or Treat creation.

The answer is simple: Church Bubble Syndrome

Church Bubble Syndrome is a widespread affliction among churches. It is the fog that enters otherwise spiritual and strategic thinkers when they find themselves saying things like this:

"Oh everybody knows....."

"But we've always done it that way."

These fallacies are serious and if left untreated will mean either the death or the slow wasting away of any kind of effective church outreach. How to deal with them? Let's consider them one-by-one.

The "Oh, everybody knows" fallacy

The first antidote to this fallacy is a smart smack to the side of the head (do it to yourself) and repeat:

NO, everybody doesn't know!

Let's take the flyer apart, bit-by-bit to explore what people don't know. In addition, let's look at some ways we can inform them.

1 For starters, what is "Trunk or Treat?"

"Oh, everybody knows that," may be your response, but do they? What is it specifically? Many people have not had an experience celebrating Halloween this way. Trunk or Treat a fairly recent option for Halloween.

A quick check of Google gave this definition: *A Trunk or Treat is a Halloween event that is often church or community sponsored. People gather and park their cars in a large parking lot. They open their trunks or the backs of their vehicles and decorate them. Then they pass out candy from their trunks. The event provides a safe family environment for trick or treaters.* from: <http://trunkortreat.homestead.com/>

The site then goes on to suggest various ways to decorate vehicles, what not to do, and gives ideas of what other families have done. Below are some screenshots from the site:





2 A Fall Festival for the Whole Family
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3 I can help with the following areas:

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2 What does "A Fall Festival for the Whole Family" mean ? What will we be doing?

Assuming you want people to volunteer who have not attended before, (new members, visitors to the church) you need to let them know what is going on.

Also, people seeing the handout in the bulletin may or may not volunteer, but they will be deciding if they are going to attend or bring friends. But they need to know, **what is the church actually going to do?**

- It mentions cooking, but what food is involved? Dinner or snacks? This is important to know for moms planning meals for their kids, do they make dinner that night or not?
- Are there going to be games? Music?
- What ages is it for? What activities for what ages?
- Does it cost?
- Is it just a candy handout?
- What is expected of parents?
- Are costumes allowed? Ore encouraged? Some churches have guidelines on what is acceptable or not, does yours?

3 What does "You can count on me to help with the following areas" mean?

Any publication that goes out to the entire church as this bulletin insert did, is read by many people for different reasons.

Some may be deciding whether or not to volunteer; some may decide whether or not to attend; some may be visitors trying to decide what kind of a church this is.

Because of the varying needs of readers, try to be as complete as possible in every communication. Don't let the "Oh, everyone knows" fallacy keep your events from being as effective as they could be.

If you don't explain these things, you are communicating that: "all us folks who have been around the church forever know what is going on and we are just reminding the folks who are involved every year that it's time to get involved again." That unspoken message shuts out many people who may want to be involved, but are new and feel foolish not knowing. If someone considering volunteering, we need to answer these questions for them:

- What does "decorate the trunk of my car" mean in practical terms? Inside or outside of trunk? Do I wear a costume? Does someone have to approve it? Some of the previous information on Trunk or Treat helps answer these questions, but you might want to be more specific for volunteers.
- Do I provide goodies or will the church provide them?
- For all the tasks, what is the time involvement? When do I and my car arrive?
- Can I do any of these things and still bring my children?
- What does "cooking" mean? Do I cook something ahead or cook there?
- What does "clean-up" involve? How long will I have to stick around?
- What ages can volunteer for the various tasks? For example, can my teenagers be involved, or is there something going on for them?
- What does "Crowd Control" involve? Who will help if I can't "control" someone?



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5 6 Candy Needed
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There is one more significant message left out of this flyer.

It is the reminder for people to be praying for and inviting friends.

This is a fantastic opportunity to get friends to the church who might never come to a service.

The “But we’ve always done it that way.” fallacy

It’s subtle how this one works out in practice. Often this shows up not so much in what we do, but what we don’t do. Though the following items might seem little, they have a definite bearing on response rates.

④ No place for email contact for the potential volunteer.

This really is not such a little thing. You may have never asked for email before, but many people today prefer to be contacted via email. In addition to being the preferred way people like to be contacted, to send an email is often much easier for the church staff than to call. Especially if the person does not have voice mail, repeated phone calls can take a lot of time. With email also, the volunteer has a way to get back to the church office with questions, the church has a way to send reminders, and to give links to website or other resources that might be helpful to the volunteers.

⑤ There is no contact person listed, no name given to call or email for questions and clarifications.

Again, the unspoken message here is that “everybody knows” who to call or email, because we’ve always done it that way and they know to call whoever we always call. Not only that, there is the assumption that everyone has the church phone number and email memorized. Disagree? What else are we to assume, since these details aren’t given?

Assuming everyone knows who and the number to call may have worked when the church was much smaller, it doesn’t work in most churches today.

⑥ No website link, no information on the website.

Just because we didn’t need websites in the past to explain things doesn’t mean we don’t need them today.

We go to websites today for more information in every area of life from what’s on sale to a detailed explanation of the positions taken in politics. Websites are a great place to have detailed job descriptions, event descriptions, answers to questions, give directions, and provide all of the necessary information organized in such a way so that those familiar with the event can skip over it, but in enough detail so that those who are not familiar with what is happening can find answers to all their questions.

I went to the church website (printed in the bulletin this was in) and what did I find? Nothing related to this event. Not only no details about the event, but the event itself was not even listed on the church calendar on the website. Today, it is best not

What really didn't matter



Though the design of this brochure, though not overly fancy, is colorful and adequate—the design is not the communication problem requiring this case study.

The communication problem that required this case study is that the flyer does not give the necessary information needed to successfully recruit volunteers.

INFORMATION is always more important than design.

You may have noticed that I haven't said anything about design or how the brochure looked. Though we want to create eye-catching, attractive communications, we can create the most beautiful looking piece and still have it fail miserably if we don't communicate necessary information. Completely outside the information content, the particular design of the piece is usually the result of these three factors:

1. The software in use and the graphics available

Some churches have Adobe CS and use only high-end photos. Others use Word or MS Publisher and clipart, others Corel or Print Shop or some other program. Different software can give a different look to a piece, though a skilled user can make almost any software do whatever they want.

What you use to create the piece does not determine the beauty or value of the finished piece. What is always most important is how completely and clearly you communicate your message and how well people respond.

2. The culture, location, expectations of the church.

Some churches favor a homey, simple design, others have an outreach audience that expects fine art if the piece comes from the church. Again, one is not better than the other. ALWAYS design with your church and surrounding culture in mind, never just because you saw something online someone said was cool or with it or great or whatever. Also always remember that some piece that worked well for a mega-church in one part of the country, will probably look silly if you copy it exactly at your church.

In addition, the church leader often has an opinion of the style the communication pieces should have and his or her wishes should be respected.

3. The reproduction method for your piece.

If all you have is a really old black and white copier—rejoice! Some cities in the world don't have that printing power. At the same time, a black and white copier does limit your graphic choice options a bit. Simple clip art or text only works best with that sort of system. Photos will tend to blur and details will be lost.

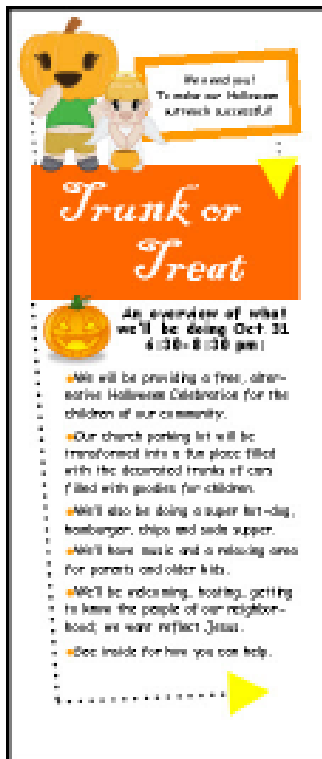
If you have high end color reproduction machines, that expands what you can do. Photos, clip art with lots of color, colored boxes and lines all become possible—but at a cost. Don't let cost limit the number of copies you put out.

If you plan ahead, the various online printing companies (Vista Print and others) can reproduce incredible quality materials for reasonable costs and very quickly.

Color, images, and word count are unlimited on your website.

Once again, these are just the tools to carry the message. Your message is the life-change producing part of your communications and no matter what tool you have to get it out there, the Lord can use it. Make the most of what you have.

Create a brochure



This brochure was created in MS Publisher and it answers in detail all the facts people need to know to be part of the Trunk or Treat event.

Full-size pages are available in the PDF Gallery section.

PLEASE note: this is primarily an example of the INFORMATION you want to include. The artwork is all from what was included with MS Publisher. It is a modified MS Publisher template.

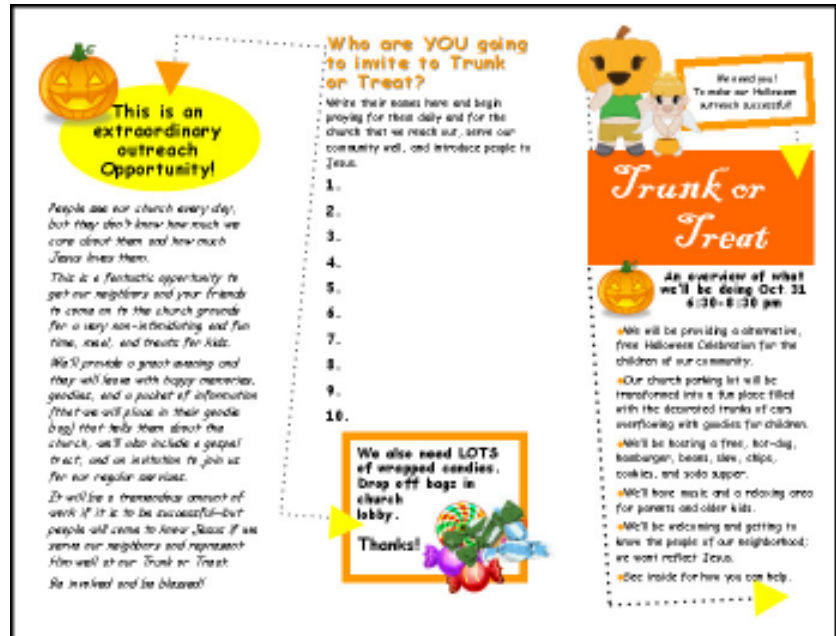
Modify, change, whatever to suit your church and printing method.

A template that you can modify in MS Publisher will be available on a Halloween CD available through www.lulu.com/yvonprehn and on the upcoming training site. You'll be notified when these are available through Yvon Prehn's newsletter.

The brochure shown below (reprinted full-size in the PDF Gallery section) is an example of the kind of publication you need to create so that people have answers to all the questions the previously discussed flyer did not answer.

In addition to all of the information being available in this brochure, be sure to take exactly the same information and put it on your website. You could create a PDF of the brochure as one option, but better yet, take the content and put it on the website as text. Tweet or Facebook or email to link people to the information.

Give your people as many options as possible to access the information and you'll have the greatest involvement.



Summary of key issues

This Case Study has analyzed an ineffective Halloween flyer and shown how the two aspects of the Church Bubble Syndrome:

“Oh, everybody knows.....”

“But we’ve always done it that way.”

kept the church from complete communication and by not communicating completely, by not filling in details or answering questions (which I went into painstaking and most likely somewhat boring detail to explain) prevented people from responding as they might have if they had complete information.

Finally, remember the stress and irreverence of people today

A reminder of the context in which we work is helpful as we close this CASE STUDY.

People today are too busy to “call the church office for more information” or to take any other action that requires additional effort. If they can get all the information they need from one piece of paper or one stop on the website, your response will always be greater.

They also do not respect the people in authority in the church as they did in the past. Sadly, that is simply part of our currently, and ever-increasing irreverent age. When special events are held at the church the result is that people won’t show up or volunteer just because someone tells them to.

In the midst of these and whatever societal changes might take place in the future, church communicators have the opportunity to be servants to their congregations, to give them as much information as possible in as many ways as possible so they might respond, grow in their faith, and by active, excited involvement in outreach events, help others come to know Jesus as Savior.

It is a tremendous amount of work, but one of extraordinary and eternal value.

Video CASE STUDY on the Trunk or Treat flyer

One of the core principles I teach in Effective Church Communications is the

importance of presenting your message in as many forms of media as possible because different people learn best in different ways.

I try to follow my own advice as much as time and resources permit and that is why I've created a video version of the CASE Study you just read through.

The video lasts about 22 minutes. It makes a great training resource to keep on hand to train church communicators.

This video is part of the large assortment of Halloween resource PDFs, editable templates, outreach and training videos on the Halloween Outreach CD. It is available at **www.lulu.com/yvonprehn**. The CD also has articles, editable MS Publisher tem-

plates, ready-print PDFs, short motivational and follow up videos for Halloween outreach.

The Case Study video is also available for 24/7 viewing for Effective Church Communication members at www.effectivechurchcom.com.

Membership in the Effective Church Communication website makes hundreds of articles, videos., templates and other materials available to you 24/7 and is one of the best resources you can have for your personal growth and skills as a church communicatoor and for the communication ministry at your church.

Membership is only \$9.99 a month or \$99 a year for one person or a small to medium size church.

Go to: **www.effectivechurchcom.com/membership/**

for more information and to sign up.



Clear communications guidelines to help you recruitment and retention volunteers

Many churches operate on what I call the 80/20 fallacy. We've all heard that "80 percent of the people do 20 percent of the work." That is true in many churches, but I call it a fallacy because it does not need to be that way. We forget that statement is merely a business observation—it is not scripture.

The Bible tells us that in the church of Jesus Christ, we are to have 100 percent involvement. We may be involved in different ways, but everyone has a job to do.

When we believe the 80/20 fallacy, the result is that the leaders of the church do all the work and the congregations sit back, watch, and expect to be cared for and entertained. The biblical models of church growth do not support this situation. In the church the leaders job is to "equip the saints to do the work of the ministry" Eph 4:11-13. Leaders are to equip and encourage. Congregations are to practice their spiritual gifts.

We can help turn the biblical model into reality in our churches by creating clear and complete volunteer communications. Your church communications can play a vital role in the success of your volunteer programs. Here are some helpful tips on how to create successful ministry volunteer communications:

Volunteer publication planning

1. Make a list of all the jobs you'd like to have filled by volunteers at the church.
2. Don't assume anything as you prepare to write this publication! You may know what it means to be an usher because you've been one for 10 years, but a new believer who might want to try welcoming folks may not have any idea what is involved.
3. Ask those in charge of the jobs to fill out a form that contains the following information. It is very important that information be complete and clearly written: Job title, e.g. Sunday School Teacher, Youth Volunteer, etc. Don't use church jargon titles that potential volunteers might not understand. For example, write something like "Grade School Age Sunday School Teacher", not "Promiseland servant/helper."
4. Write out a description of EXACTLY what the job involves. Again, in teaching Sunday school in some churches all the curriculum and craft information is provided, in others volunteers are expected to create their own. This is vitally important, especially in churches that are growing and have many adults who become believers as adults. People who did not grow up in church have no idea what churches do. Constantly remember that what is obvious to you is not to many of your new members and potential volunteers.
5. What are the requirements to be a volunteer? Many churches are becoming very strict on who can work with children and who cannot. In some communities, children's workers must be fingerprinted. Let people know up front. In some churches you must be a member to volunteer in certain jobs. Let people know. There is nothing worse than an excited new believer wanting to do a certain job and to then be told, "Oh, I'm sorry, that position is only for church members... or men

only....or whatever.” Any standards that are important to your particular church are OK, but let people know what they are before you ask them to volunteer.

6. How long is the commitment for? One month? Every other month? A summer? Or is it a life-sentence? Many churches are finding that more people volunteer if they know they are volunteering for a brief, clearly stated time. If the volunteer job is a good fit, they can sign up again.

7. What supervision will the person have and what are the expectations? What do they do if they can't come one week?

It is difficult to emphasize the importance of each of these areas of information. If you leave them out, you will get fewer volunteer and you will have more problems and confusion with those who do volunteer. There will always be questions, but with a this key information written down, you have something to refer to.

Volunteer communication production

Your communications can take a number of forms. The form that you put your material in is not nearly as important as the information inside the piece. Remember that in this age of multi-channel communication, you need more than one way to communicate your information, so no matter what print form you do up the material, be sure to also put it on your website.

For print, booklets work out well. To aid in updating your publication, consider making the sections separate word processor files. Then when you need to update one area, the individual sections are easier to find and modify, instead of having to revise the whole piece.

In addition, if you put the information in a booklet that you collate and bind yourself, again, if one section changes significantly (for example, you have new and critical changes in how you screen volunteers), you can pull out and modify that section, not the entire booklet.

You can also place the information on your web site and excerpts work out well for your newsletter and bulletin.

When you create the piece, make it lively and upbeat. If possible include pictures of the ministries and testimonies from folks who are doing the ministry currently. Have fun with it. Do these interviews like some of the profiles in magazines. Put in their picture and then have a written interview with these questions:

- * What is your name?
- * What is the ministry you are part of here at ABC church?
- * What made you want to be (for example) a nursery volunteer?
- * What makes you laugh as a nursery volunteer?
- * What is the hardest thing about being a nursery volunteer?
- * What have you learned from being a nursery volunteer?
- * Why would you encourage others to join you as a nursery volunteer?

I guarantee that if you create a lively publication like this, you'll have far more responses to your pleas for nursery volunteers than you would by the often futile

listing for volunteers people put into their bulletins each week.

One additional note on the project above: You could do something like this up and put it into your church bulletin as an insert. It is a great way to recruit volunteers.

Volunteer retention publications

After folks sign on to be volunteers, you still have publications to create. Some of them may include:

1. Clear instructions on how to do their job.
2. Guidelines, instruction manuals, tip sheets, continuing education articles and encouragements.
3. Follow up postcards on meetings, when to show up, training events.
4. Certificates, cards and other folks of affirmation and encouragement.

All of this takes time and effort, but when we look at it as a vital part of obeying the biblical command to “equip the saints to do the work of the ministry,” it helps give us energy to do it.

Creating a successful volunteer program in your church requires much more than a verbal announcement of help needed from the pulpit or in the bulletin. The communications discussed above will make your volunteer recruitment and retention efforts much more successful and, combined with lots of prayer, you’ll have a church of 100 percent involvement.

Communications for a good continuing relationship with your volunteers

Every church is desperate for volunteers. It's not only important to effectively recruit them, but after they are recruited, it is equally important to work hard to keep them. Unfortunately, the difference between how we treat volunteers when we are recruiting them and after they volunteer is sometimes similar to the difference with some couples between courtship and marriage. Before the wedding the groom is all flowers and candy; after the wedding he becomes Mr. Grumpy.

Don't become Mr. or Mrs. Grumpy to your volunteers. Be as kind, caring and thankful to them when they have been around for 6 months as you are the first week. You can express that thankfulness to them through a variety of church communication projects such as:

Reminders of meetings or volunteer responsibilities

You may be reluctant to do this thinking that you are unnecessarily bothering people, but we need to remember that unlike many of us, the lives of most of our volunteers do not revolve around the church. People may volunteer with the best of intentions, but if they did not write down all the details after perhaps signing up in the church lobby to do something, it is so easy to forget all about it.

Sending out postcards or emails a few days ahead of any volunteer meeting or can be a great way to serve your volunteers. Say something like:

"Thanks so much for volunteering to serve on the missions committee! We will be meeting 7-9 PM Thursday night, December 8 at the Jones house on 5555 Any Street. We'll be looking forward to seeing you."

You don't even have to change the card or email month to month, just change the date and send them out again. Your volunteers will love you.

One church secretary in my seminars said at the end of each month she took several hours to go over the calendar for the coming month. She made up postcards, mostly just changing the date from the previous month reminding everyone of all the various meetings going on at the church. It didn't take long to produce them doing them all at once. After they were produced (mostly just on the ink jet printer with the light weight card stock), she filed them in an index card box according to the day they needed to be sent out. For example on the 5th she might send out notices for the coming week for the elders meeting, the mission committee and the choir prayer team. Volunteers loved this and people were much more consistent in showing up for meetings.

You can do the same thing if you send out email reminders. Programs like Constant Contact (and all other bulk email programs today) have a feature that allows you to create emails and schedule ahead for when you want to send them out.

Find out how people want to be reminded

If we could send out only postcards or only emails, it would certainly make life easier for church communicators. But unfortunately, we are in a time of multi-

channel communication with lots of ways to communicate and lots of people preferring different methods.

When people sign up for a volunteer position is a good time to find out how they prefer to be contacted: email or print. It is our job to serve them in ways that make it possible for them to serve our church.

Do more than remind people of work to do; thank them

Thank you post cards are great to mix in the mailing of reminders. People love to get a personal note from the pastor. One way you can help the pastor is to put a big piece of clip art and preprint something like: "We are SO THANKFUL you are part of the Missions Committee!" on the card. Just leave a little bit of white space, just enough so the pastor has room to write something short, like "Jim, we couldn't do it without you! Blessings, Pastor John."

Emails can also be a great encouragement and some of the online greetings cards are a wonderful way to say thank you. I especially like the ones from www.dayspring.com, though there are quite a few companies out there.

None of these projects take lots of time, work or money, but expressing your thanks in tangible ways through church communications is a wonderful way to improve your working relationship with your volunteers.

End notes, Reprint Information, Resources, etc.

Permission to reproduce material:

You may reproduce any of the content for your church staff or you may reprint them 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 my website and/or letting me know if you cite me, but if ministry life is just too crazy to take time to do that, instead, have a latte, relax, and forget it.

Interview info:

If you would like to interview me on any of the topics in this book or any 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 both free materials, plus 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 these articles appeared in earlier versions in either articles in *Christian Computing Magazine*, my book, *The Heart of Church Communications*, misc. books and reprints, or on my website, www.effectivechurchcom.com.

Scripture versions and citations:

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

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

Please send to yvon@effectivechurchcom.com



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. We define effective church communication as communication that helps people come to know Jesus as Savior and grow to maturity as His disciples.

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 and we tweet, podcast, and are moderate tech junkies), we value and teach timeless communication skills and principles.

We believe churches of every size, from tiny house churches to mega-churches benefit from clear, effective communication and we strongly emphasize that churches be who they are in their communications to their unique congregation and the community they are called to reach 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 and communicate a worthy message.

We strongly believe church communicators, from any size church, who use any software, with any skill level, can help and encourage each other and can create in their churches, by their people all the communications in print and online they need to create.

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 the 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.

She has worked in communication ministry for over 25 years. She was a free-lance newspaper reporter and religion writer for the *Colorado Springs SUN*. Yvon 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*, available at www.lulu.com/yvonprehn. Yvon writes extensively and creates the majority of the teaching materials for www.effectivechurchcom.com.

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.

Yvon and her husband Paul, a bi-vocational pastor, live in Ventura, California.