



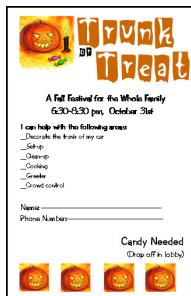
a Case Study on A Halloween Trunk or Treat Flyer

How to go from
ineffective to successful in
recruiting and involving
volunteers

a training video from
yvonne prehn



What was done



- Purpose: to get volunteers to help at Trunk or Treat
- Procedure: Placed in Bulletin for two weeks
- Result:
 - Almost all volunteers same as previous years
 - Not enough to successful outreach
 - No effective follow up

What was the problem?

- Church Bubble Syndrome
- Two parts:
 - “Oh, everybody knows.”
 - “We’ve always done it that way” fallacy
- Deadly for this and any other church communications

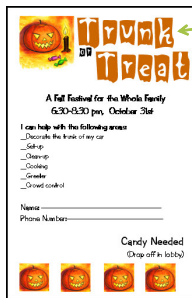


What we'll do

- Show you the problems with the publication
- Then suggest a publication idea that will solve the problems
- The primary issue in this CASE STUDY is information, it is not necessarily a design redo
- Value always measured in response



"Oh, everybody knows" Fallacy #1



- **What is "Trunk or Treat?"**
- A fairly new observance
- Clear definitions and resources needed



"Oh, everybody knows" Fallacy#2



- **What does "A fall festival for the whole family" mean?**
- What is the church going to do?
- Cooking? Feed family or not?
- What for what ages?
- Costumes? Allowed?
- Encouraged?
- Cost?

"Oh, everybody knows" Fallacy #3



- **What does: "I can help with the following areas mean?"**
- Do I provide goodies?
- Time for tasks?
- Cook there or home?
- What ages can serve?
- What is "crowd control"?
- Any nice, friendly, hosting job?

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



- No place for email contact
- No contact person listed, no name or email for questions
- No website link
- Or info on the website

What really didn't matter



- **How it looks**
- Looks a matter of:
- Software use
- Culture, location, expectations of the church
- Reproduction method
- **CONTENT primary**

[illegible]

- [illegible]

Track your results and responses

- How many times did you give it out?
- Where?
- How many volunteered?
- What was the response of guests?
- Your ideas and comments for next year
- **See section on PLANNING



After all the work

- You gave your people an opportunity to serve
- Guests will have the opportunity to be part of your church and meet Jesus
- Eternal destinies will change
- Be thankful!
- Celebrate with joy!



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