

What was the problem?

• Church Bubble Syndrome

• "Oh, everybody knows." • "We've always done it that

• Two parts:



- 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

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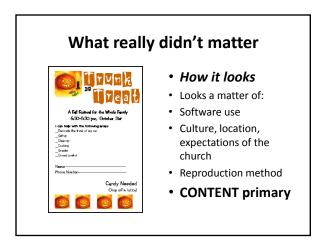












Instead of a flyer

- Consider a brochure
- Could summarize on a flyer
- Repeat content on the web
- Brochure: MS Publisher, modified template, all Microsoft clipart

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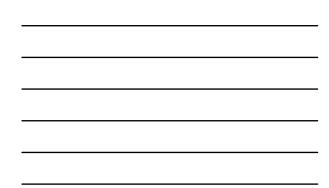
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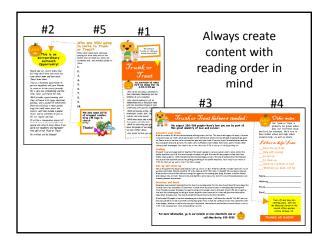
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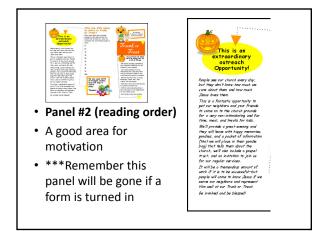






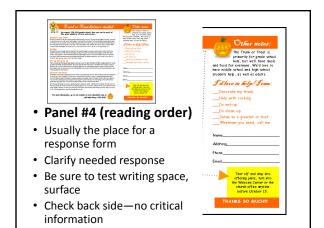
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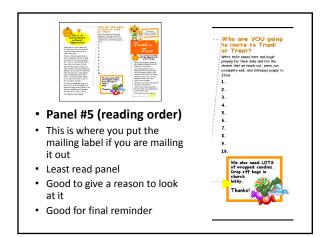












Track your results and responses

- 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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