yvon prehn

9

reasons why
MS Publisher
is a great program
for churches to use
to create print publications
and graphics for
paper, presentations
and the web

Introduction

When I first encountered MS Publisher in the early days of creating communications with the computer, I would have never imaged I'd be recommending it as the program of choice for churches.

At that time, if you wanted to create professional-looking publications, you chose Aldus Pagemaker. Pagemaker gave you layout options and type-setting control, necessary for credible communications for churches, while Publisher's main claim to fame was the ability to quickly create a moderately tacky-looking postcard quickly.

Times change and so do computer programs. Pagemaker was sold to the Adobe Corporation and while still capable of producing professional and complex communications, the core program disappeared into InDesign, required a lengthy and complex learning curve, and became prohibitively expensive for most churches.

In contrast, MS Publisher got better and better every year with increasing design options, an expanding and incredible selection of templates for all sorts of publications, and the ability to do just about anything required in a church office.

It stayed at a great price was and is relatively easy to learn because many of the commands were the same as those with MS Word or PowerPoint, two compatible programs widely used in churches. In addition, I found the more I worked with it, I realized it was an honestly fun program to use with flexibility to create not only print publications, but graphics and web designs easily.

In interactions with other church communicators, I've found that though many use MS Publisher (more than any other program as my surveys show), at the same time some still primarily use MS Word because they don't realize how much more Publisher can do and some don't use Publisher because they think it isn't "professional" enough. I hope this brief publication will change both views. In addition for anyone who does communications in your church or oversees those who do, I urge you to consider MS Publisher, especially if you haven't looked at it in some time.

Below are the nine reasons why MS Publisher is a great program for churches to use and each of the following pages illustrates and expands each reason.

Here are the 9 Reasons:

Reason #1
MS Publisher can create quality designs equal to those created by the Adobe Creative Suite programs.

Reason #2
Templates are more flexible and much easier to use in MS Publisher than in MS Word.

Reason #3
MS Publisher can greatly improve the look of a previously text-based publication.

Reason #4
MS Publisher can create an identity and a consistent communication look for a ministry within the church.

Reason #5:
MS Publisher can be used to create your own PR for a church campaign.

Reason #6
MS Publisher can work as a high-end graphics program to create website graphics and resizable graphics.

Reason #7
You can purchase MS Publisher for a fraction of retail cost for your church.

Reason #8
Training in how to use MS Publisher is easy and affordable.

Reason #9
All of the editable Templates available through Effective Church Communications are in MS Publisher.

Reason #1
MS Publisher can create quality designs equal to those created by the Adobe Creative Suite programs.

Below I recreated one of the PR samples used by InDesign with MS Publisher to illustrate that the issue of professional looks and quality should not be a concern for a church using MS Publisher—it does a great job!

InDesign
This flyer was created with InDesign and used as one of their PR pieces. It is used to show the many things the program can do in terms of layout, design, typesetting, layers, etc. As you can see, InDesign does allow you to create beautiful publications and to do all this work within the one page-layout program.

MS Publisher
This flyer was created in MS Publisher, one night on a teaching trip using my laptop in a little over an hour. I did it because I was very tired of hearing about how church communicators could not create good-looking communications with MS Publisher. As you can see, Publisher allows you to create a very similar piece, with the images, layers, typesetting all within the program.

To be fair, if the text was justified, you would see a bigger difference between the two because InDesign does handle the fine points of typesetting with more precision.

But always remember:

It is the PERSON, not the program, that creates an effective communication!

The bottom line is that MS Publisher is a great program you can use to create quality communications in the church office for a fraction of the price of InDesign and it is much easier to learn.
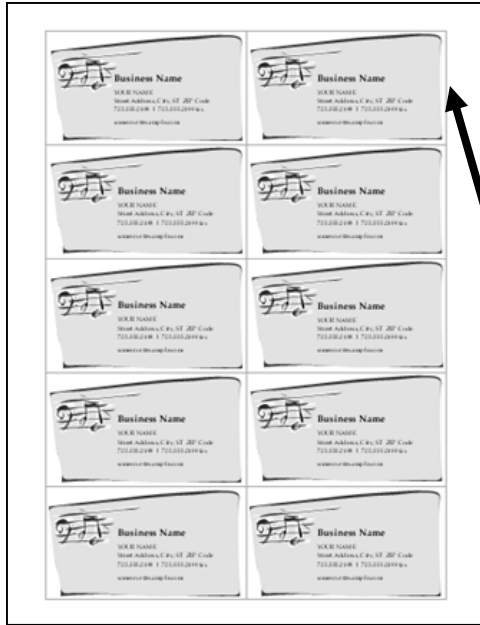
Reason #2
Templates are more flexible and much easier to use in MS Publisher than in MS Word

Though MS Word is a fantastic program when it comes to word-processing, or createing any document that is primarily text-based, it becomes a bit more constricting to use if you want to create a publication with more than words.

Here is a template for a business card in MS Word.
You can create business cards and other publications and make some modifications, but the changes are limited and sometimes difficult.
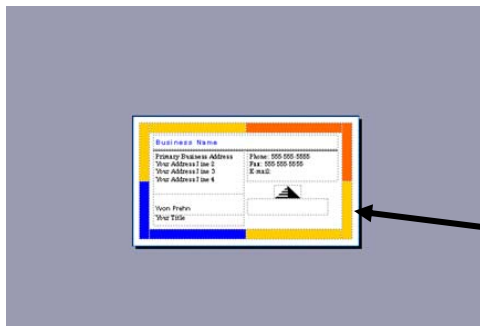
In addition, you must work within the Template itself, you cannot take items off the page and place them on the pasteboard of the computer.

Templates in MS Publisher
In Publisher when you open a template, you work with ONE image of the final publication, though it can print just like the layout above.
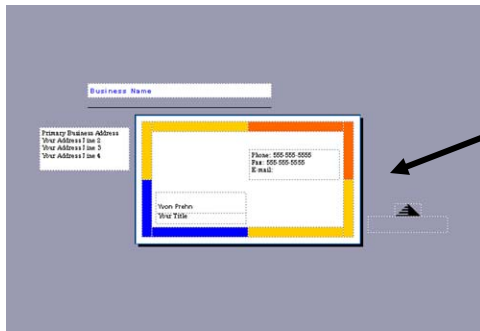
It is very easy to totally change the template's colors, layout, content.

You can move items off and on the publication as this illustration shows.

As shown below, in addition the program has many template designs for many kinds of publications in the program itself, whereas with MS Word, you have to download templates for things other than word-processing.
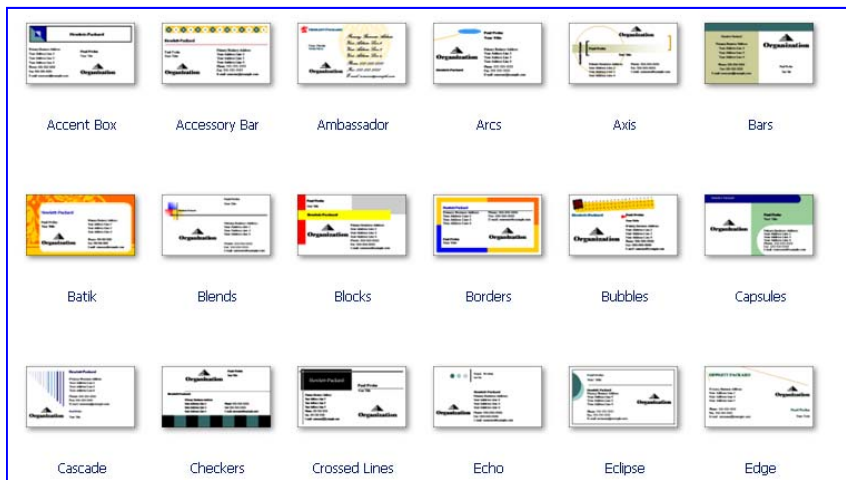
Here is a screen shot of a few of the business card designs.
Publisher has templates for booklets, brochures, newsletters, flyers, postcards and many other publications.

The Church Budget Continues To Be In Trouble

Thank you to everyone who has given a little extra to help the church income catch up with expenses. June was a good month and we cut the $63,000 deficit to about $88,000. July was not a good month and we are now about $88,000 behind. All ministry teams have already been asked to cut their budgets by 20%, and they have made cuts where they can. We know that these are tough economic times. If you are behind in your giving and can catch up, or if you can continue to give a little extra, we can really use your help. Finally, please be understanding if we have to make cuts and changes that may not be popular. Together we will weather this stormy time in our income and we will continue to preach the Good News and be One Great Church in Two Locations.
Pastor Dave

Confirmation Class

Sunday School Classes resume on Rally Sunday, September 7. On the 7th there are special activities planned for the children and youth classes. But, on Sunday, September 14 Confirmation Class begins. Confirmation is for all seventh graders and older youth that have not been confirmed in their faith. We meet at 10:10am on Sunday morning downtown on the third floor. Pastor Dave leads the Confirmation Class. Confirmation is a great time for youth to review the faith, ask questions, and learn some new things as they wrestle with the decision to claim Jesus Christ as their Lord and Savior. The class begins in September and concludes in May. All youth that are interested are invited, simply show up on September 14, or call Pastor Dave 265-6218 if you have questions.

Acolyte Training – August 31ST – 10:30AM – Downtown

All children and youth 5th grade through 8th grade are invited to be acolytes. The acolytes have the cool responsibility of lighting the candles on the altar during traditional worship downtown at 9:00AM. Depending on the number of acolytes, an acolyte serves once every two or three months or four to six times a year. Pastor Dave will be providing training for new acolytes at 10:30AM on Sunday, August 31. This training will be completed by 11:00AM so Pastor Dave for worship. If you've not been an acolyte be are interested but you can't be here August 3 church office 267-6933 and let us know.

Stephen's Ministry Class Be

Stephen's Ministry is a ministry of caring for pe from an empty nest, to job loss, to the loss of a lov trained to be caring listeners and friends for a pe talk to. It is not professional counseling, it is Chr

We will be offering a daytime class for persons ning Thursday, September 18. The class will be f last twenty weeks. Michele Carter and Pastor D terested in taking this training and becoming a St 6933 or call Pastor Dave 265-6218, or Michele Ca

---

Confirmation class

Sunday School Classes resume on Rally Sunday, September 7. On the 7th there are special activities planned for the children and youth classes. But, on Sunday, September 14 Confirmation Class begins.

Confirmation is for all seventh graders and older youth that have not been confirmed in their faith. We meet at 10:10am on Sunday morning downtown on the third floor. Pastor Dave leads the Confirmation Class.

Confirmation is a great time for youth to review the faith, ask questions, and learn some new things as they wrestle with the decision to claim Jesus Christ as their Lord and Savior. The class begins in September and concludes in May. All youth that are interested are invited, simply show up on September 14, or call Pastor Dave 265-6218 if you have questions.

Caption describing picture or graphic.

Acolyte Training, 11am, Aug. 31

All children and youth 5th grade through 8th grade are invited to be acolytes. The acolytes have the cool responsibility of lighting the candles on the altar during traditional worship downtown at 9:00AM.

Depending on the number of acolytes, an acolyte serves once every two or three months or four to six times a year. Pastor Dave will be providing training for new acolytes at 10:30AM on Sunday, August 31. This training will be completed by 11:00AM so Pastor Dave can get out to the Connection Campus for worship.

If you've not been an acolyte before, please join us on August 31. If you are interested but you can't be here August 31, please call Pastor Dave 265-6218, or the

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Stephen's Ministry caring for all

Stephen's Ministry is a ministry of caring for people going through all kinds of changes in life from an empty nest, to job loss, to the loss of a loved one, to just feeling low. Stephen Ministers are trained to be caring listeners and friends for a period of time to give the care receiver someone to talk to. It is not professional counseling, it is Christian care giving.

We will be offering a day time class for persons interested in becoming Stephen Ministers beginning Thursday, September 18. The class will be from 9:30am to 11:30am and will meet weekly and last twenty weeks. Michele Carter and Pastor Dave Heim will be leading this class. If you are interested in taking this training and becoming a Stephen Minister please call the church office 267-6933 or call

Caption describing picture or graphic.

Budget good news, but better needed

Thank you to everyone who has given a little extra to help the church income catch up with expenses. June was a good month and we cut the $63,000 deficit to about $88,000. July was not a good month and we are now about $88,000 behind. All ministry teams have already been asked to cut their budgets by 20%, and they have made cuts where they can. We know that these are tough economic times. If you are behind in your giving and can catch up, or if you can continue to give a little extra, we can really use your help. Finally, please be understanding if we have to make cuts and changes that may not be popular. Together we will weather this stormy time in our income and we will continue to proclaim the Good News and be One Great Church in Two Locations.

Paul Prehn, pastor & coach
Phone: 555-555-5555
email: Paul@example.com

under construction
Men's ministry at First Church

555 Any Street
Your Town, CA 55555

Reason #4
MS Publisher can create an identity and a consistent communication look for a ministry within the church.

Here is an example of how you can use the templates in MS Publisher to create a unified look for a ministry in the church. The templates come in sets, so you can create the same look for a business card, postcard, and a newsletter for a ministry. There are also templates for brochures, flyers, and numerous other communication pieces.
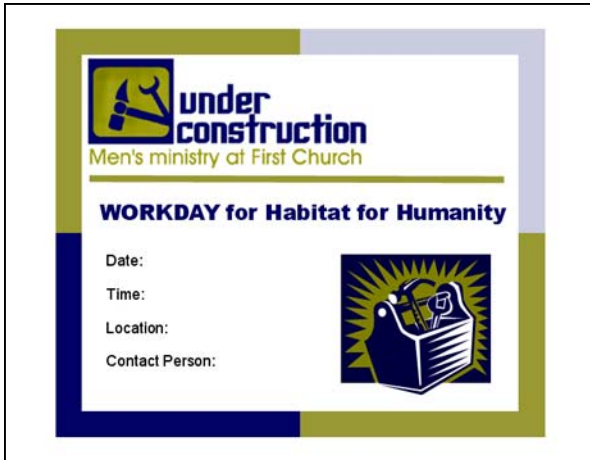
This is an example for a men's ministry, but you could use the same process for women's, children's, singles, music, missions, youth—whatever you'd like.

under construction
Men's ministry at First Church

WORKDAY for Habitat for Humanity

Date:

Time:

Location:

Contact Person:
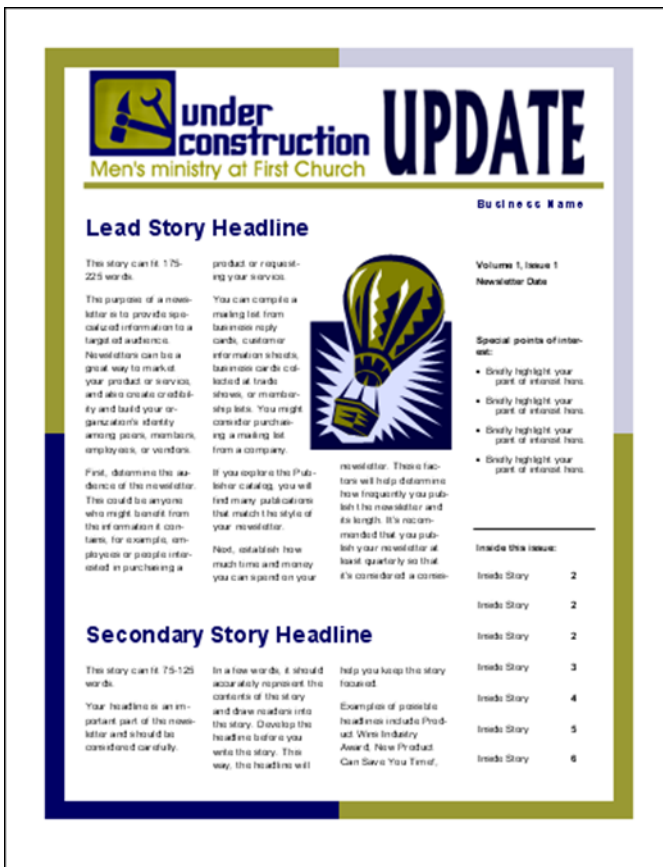
How this can work for a communication team

1. The head of the communications team could modify the templates for various ministries in the church and create a unique, unified look for each ministry. They would then be passed on to the communication team member in that ministry.

2. A communication team member would do monthly updates of the communications.

3. The monthly communication pieces would be emailed back to the church office for proofing and printing.

4. A process like this would assure that all the ministries get the communications needed to involve people in them, to keep them updated and motivated.

5. For this to work well, be sure every member of the team has the same version of MS Publisher. Reason #7 explains how to get a charity license at a very low price to enable your church to do this.

Clipart from
www.nvtech.com,

40 Days of Community at Gold Coast

Please pray God's will be done and that all we do is pleasing to Him in our:

● **Individual Devotional Times**
● **Small Groups**
● **Sunday Worship & Message**
● **Service and Outreach Projects**

Reason #5:
MS Publisher can be used to create your own PR for a church campaign.

When a church we were working with wanted to do the 40 Days of Community, we wanted to use a logo in the colors and look of our church, rather than the one from Purpose-Driven.

We found a piece of clipart we liked and used it in MS Publisher Templates to create business cards/refridgerator magnets, postcards, bulletin inserts and a bookmark.

We also used these images on a temporary website we created for the campaign and in misc. communications.

The campaign was a great success at the church.

GOLD COAST CHRISTIAN CHURCH

Coming SOON!!!

40 DAYS OF COMMUNITY

WE'RE BETTER TOGETHER!

Check out the website!
Info, background, small groups listing
www.communityatgoldcoast.com

When & What: Oct. 15 to Nov. 26.Devotions, small groups, and great weekend worship! **CONSIDER BECOMING a HOST! Talk to Paul Prete,** 805-766-6020

GOLD COAST CHRISTIAN CHURCH

a fantastic coming event—

40 Days of Community

We're better together!

When & What: Oct. 15 to Nov. 26. Devotions, small groups, and great weekend worship!
WHAT TO DO NOW: Sept. 17, 5-6:30, OVERVIEW **MEETING.** We need you! Come, listen and join a team to help make it great. Mark "40 Days" on your Welcome Card, if you can come.

40 Days of Community Memory Verses

Week 1 – What Matters Most – Loving Other Believers
"Your love for one another will prove to the world that you are my disciples."- John 13:35 (NLT)

Week 2 – Reaching Out Better Together
"Be wise in the way you act with people who are not believers, making the most of every opportunity." - Col. 4:5 (NCV)

Week 3 – Belonging Better Together
"Since we are all one body in Christ, we belong to each other, and each of us needs all the others."
- Romans 12:5b (NLT)

Week 4 – Growing Better Together
"Encourage one another and build each other up." - 1 Th. 5:11 (NIV)

Week 5 – Serving Better Together
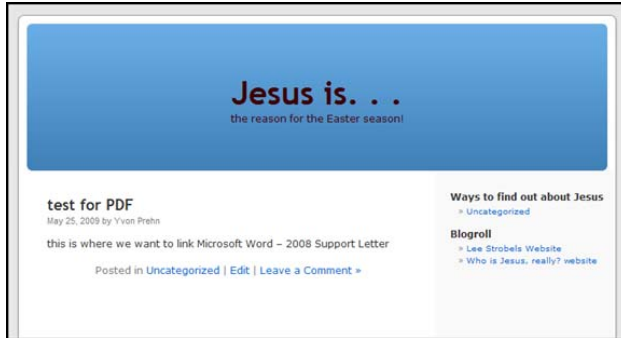"By helping each other with your troubles, you truly obey the law of Christ." -Galatians 6:2 (NCV)

Week 6 – Worshipping Better Together
"You have six days to do your work, but the seventh day of each week is holy because it belongs to me."
- Lev.23:3 (CEV)

Reason #6
MS Publisher can work as a high-end graphics program to create website graphics and resizable graphics.

Many people do not realize that MS Publisher can also be used to create web graphics including website headers and all kinds of web graphics.
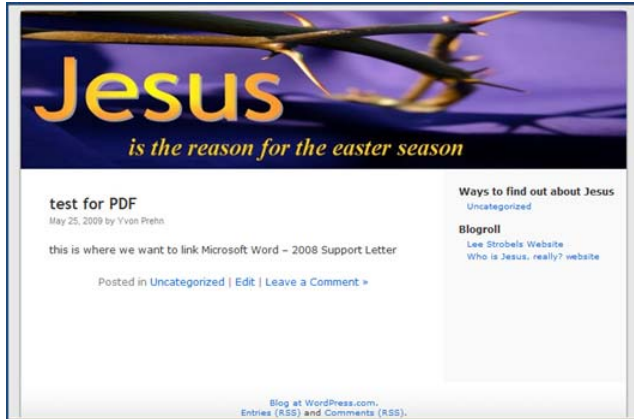
All of the right-hand margin web graphics, the thumbnails and all of the illustrations on www.effectivechurchcom.com were created with MS Publisher.

The webinar below shows how to create this name-plate for a website:

http://www.effectivechurchcom.com/2010/05/video-and-pdf-tutorial-how-to-create-custom-headers-for-websites-with-ms-publisher/

You can also create resizable jpgs and pngs with MS Publisher

The ability to do this is useful in several ways:

First of all as these images show, you can create an image in MS Publisher, simply layering text, graphics, pictures, background, then save it as a jpg or png and then use it as a graphic in any other publication.

Also, you can save any publication as a graphic image in MS Publisher and that way you can use it in your newsletter or PowerPoint presentation if you want to talk about it.

For example, if you made up an invitation card for people to invite friends to church for a seasonal event, you could show the picture of the card and tell them what you do in your newsletter or on PowerPoint.

A webinar that shows how to do this is at:
http:/www.effectivechurchcom.com/2010/03/video-and-pdf-tutorial-how-to-create-resizable-graphics-with-ms-publisher/

The webinars are part of the benefits of being a member in Effective Church Communications.
Membership is only $9.99 a month or $99 a year and you have access to many templates, training, and ebooks on effective church communications. For membership information go to:

http://www.effectivechurchcom.com/membership/

In the United States
Consistent Computer Bargains
http://www.ccbnonprofits.com
Contact: Maci Shrock , Regional Sales Manager
Phone: 1-800-342-4222 Ext. 110
Email: maci@ccbnonprofits.com

In Canada
Microsoft Charity Software
http://www.microsoftcharitysoftware.org
Contact: Todd Stephenson
Phone: 877-999-5559
Email: todd@pccapital.ca

Reason #7
You can purchase MS Publisher for a fraction of retail cost for your church.

Microsoft has a fantastic program wherein churches can purchase MS Publisher either by itself or as part of MS Office for a huge discount when it is purchased as part of their Charity Software program.

You need to purchase a group of licenses, (usually 5) but what makes it work really well for church communication teams is that the people participating in the program do not have to physically work in the church office to be part of this. Because of this a team of people who volunteer to help with the communications of the church could all be equipped with compatible versions of MS Office for a very low cost. How low? Though prices change and vary, the current list price for MS Office 2011 (ALL THE PROGRAMS) is $499. For the Charity price it is $80.

In contrast the cost for a single person for the Adobe Creative Suite Products would be close to $1,000 and would not have as many programs that are in practical use at the church office.

The program and pricing is not available at your local office supply store, you must go through a certified group such as the two of these to get the discounts.

The rules to participate in the U.S. and Canada are different, but there are two wonderful organizations on this page that will help you with the details.

http://www.lynda.com

Reason #8
Training in how to use MS Publisher is easy and affordable.

MS Publisher may be one of the easiest of the page-layout programs to learn, but no program, including Publisher is "easy" without some training.

Fortunately, a GREAT online training company, www.lynda.com has training available for MS Publisher.

The training is only $25 a month for unlimited online classes and training. You can take as many courses as you want in addition to Publisher, for example, learn some of the more advanced PowerPoint features or Excell, or take a course in website design or Twitter.

You can sample a number of the classes for free and it is a fantastic way to train your church team.
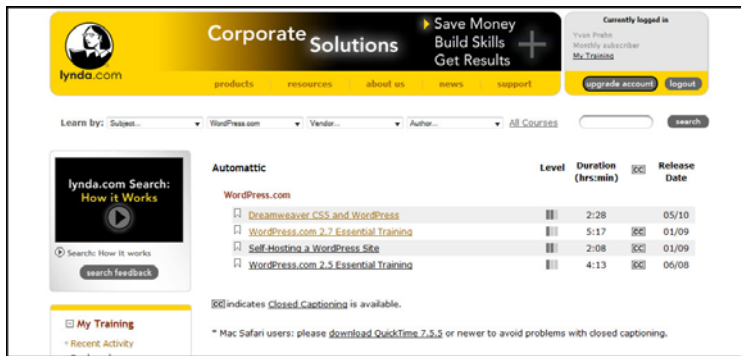
They also have many courses available on CDs that you can purchase for your church training library.

Though Effective Church Communications provides specific ministry training and training in how to use MS Publisher for church publications, you still need something like this to learn the basic nuts and bolts of the software.

join us
women of the word

For God so loved the world that he gave his only Son, so that everyone who believes in him will not perish but have eternal life.
John 3:16

the Church Bunny

Invites you to join us for Easter fun!

Just turn this card over...
And you'll find Hopping directions to get You here on time......

bring a friend!

still have questions?

Many people do.

You've just heard the story of Jesus rising from the dead but after you leave the church, when brunch is over and you've had your fill of chocolate you might wonder—

Is it just a story?

Or did it really happen?

And if it did, what does it mean to me?

If you've got those questions, we've got options for you— on the back of this sheet we hope you'll check out the websites and events we've got to help you in your research.

Take all the time you want. The issues are worth it.

your journey, your choice
into darkness
into light
easter gives options— explore them

need hope?

join us for Easter

Resurrection Cookies

An Easter Goodie with a Message

None of these are to size or scale—many more online!

You are invited.......
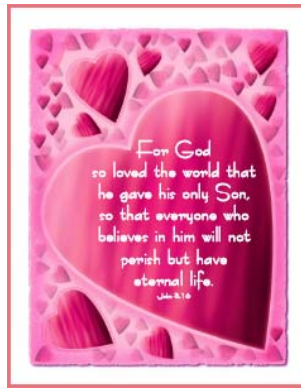
Please come........

You are invited. . .

Reason #9
All of the editable Templates available through Effective Church Communications are in MS Publisher.

On the Effective Church Communications training site we have dozens of beautiful, useful templates for the major Christian holidays and for many additional church occasions.

All of publications on this page are available to ECC Members for you to download, personalize, and modify for your church. Or you can use them as is and add personal information on the back. If you don't want to bother with or don't know how to modify them, they are all also available as a PDF that you can download and personalize on the back with whatever program you want.

It simply isn't possible for me to make templates available in a variety of programs, and because for all the reasons previously given, I do believe MS Publisher is the best choice for churches to use to create communications, that is the program the templates are in.

The publications on this page are only a few of the ones available on the site and new ones are added each month.

Your membership pays for itself in time-savings
Many hours are spent creating the publications, finding copyright-free artwork, and writing the copy for the seasonal materials and this benefit alone (in addition to the training webinars, free ebooks, articles and tips) makes your membership pay for itself.

You don't have to spend all that time— just download, personalize and use!

Membership is very reasonable: only $9.99 a month, $99 a year. To sign up or for more information, go to:

http://www.effectivechurchcom.com/membership/

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 our website: www.effectivechurchcom.com.

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 communciation 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 and we strongly emphasize that churches be who they are in their communications to their unique congregation and to the community they are called to reach. We strongly encourage churches to study their people, set goals, evaluate response to communication projects, consistently and clearly communicate, 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 we have a number of ways church communicators can share and interact through our website.

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.

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, The Five Steps of Effective Church Communications & Marketing,* 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.

In addition to her formal experience, Yvon gets the opportunity to practice church communications in very practical ways. 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.