

Additional Resources for:

Foundation: The Uniqueness of Church Communications, including the Five Steps of Effective Church Communications and Marketing and why marketing is not evil

The Five Steps of Effective Church Communications

Chart of the Five Steps: you can download a full-page PDF at this link

<http://www.effectivechurchcom.com/2009/12/chart-the-five-steps-of-effective-church-communications-marketing/>

Foundation of The Five Steps: Disciple-making, a VERY important foundational article

<http://www.effectivechurchcom.com/2009/12/foundation-of-the-five-steps-disciple-making/>

The Five Strategies of the Five Steps

Each of these strategies applies for each of the Five Steps. This first link is for the page for all of them and then the next 5 are for each of the individual strategies.

<http://www.effectivechurchcom.com/category/strategy/5-steps-of-ecc/>

The Five Steps Strategy #1: Create multi-channel communication

<http://www.effectivechurchcom.com/2010/02/strategy-1-multi-channel-communication/>

The Five Steps Strategy #2: Divide your communication team into two production levels

<http://www.effectivechurchcom.com/2009/12/strategy-2-communication-teams/>

The Five Steps Strategy #3: Always be who you are, where you are

<http://www.effectivechurchcom.com/2009/12/strategy-3-be-who-you-are/>

The Five Steps Strategy #4: Don't let money be a determining factor

<http://www.effectivechurchcom.com/2009/12/strategy-4-dont-let-money-decide/>

The Five Steps Strategy #5: Do not confuse irreverence for relevancy

<http://www.effectivechurchcom.com/2009/12/strategy-5-not-irreverence-for-relevancy/>

Extra materials about Bulletins

ebook: Are Written Bulletins Still Needed in the Church

<http://www.effectivechurchcom.com/2011/03/ebook-are-written-bulletins-still-needed-in-the-church/>

GREAT Church Bulletin Sample: order of service, newsletter, evangelism tract, refrigerator reminder and more—all on ONE sheet of paper

<http://www.effectivechurchcom.com/2011/02/great-church-bulletin-sample-order-of-service-newsletter-evangelism-tract-refrigerator-reminder-and-more-all-on-one-sheet-of-paper/>

Section of lots of articles on Bulletins

<http://www.effectivechurchcom.com/category/church-communications/church-bulletin/>

Extra material for Children's publications

Great Idea Swap: Samples of Children's Ministry Communications, #1

<http://www.effectivechurchcom.com/2009/12/samples-of-childrens-ministry-communications/>