

# Foundation: The Uniqueness of Church Communications

*Including the Five Steps of Effective Church Communications and Marketing and why marketing is not evil*



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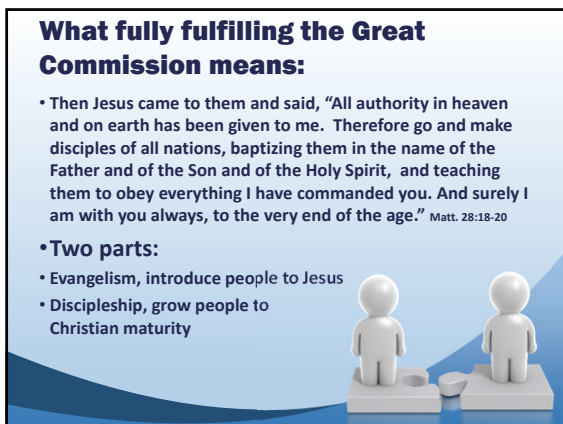
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### To fully fulfill the Great Commission

- The solution will be *The Five Steps of Effective Church Communication and Marketing*
- Is not an easy, many communications, lots of time
- A whole new way to think about church communications
- But it is essential
  - For Biblical church growth
  - Discipleship
  - Obedience to Jesus



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### Why Marketing isn't evil

- Lots of respected authors bashing "marketing"
- Chuck Swindoll in *The Church Awakening*, an urgent call for renewal says, when discussing worship in all of life:

"Now, what's the problem here? In a word, again: *marketing*. We're surrounded by a culture that calls us stupid for thinking and living like that. Check the next periodical you receive in your mail. Look at tomorrow morning's news on the Web. Peruse the Wall Street Journal or your local newspaper. Scrutinize the words of your company's next motivational seminar. Nothing in our postmodern society persuades us to offer ourselves as living sacrifices."
- Confusion between action & content



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### Marketing, defined

- "Marketing is *the process* by which companies determine what products or services may be of interest to customers, and *the strategy* to use in sales, communications and business development. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an *integrated process* through which companies build strong customer relationships and create value for their customers and for themselves." *Wikipedia*
- "Marketing: the total of activities, involved in the moving of goods from the producer to the consumer." *Merriam-Webster*
- Origin: 1100–1150; Middle English, late Old English *marcātus*, Latin *mercātus* trading, traffic, market

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## Add a qualifier: **Ministry Marketing**

- Ministry: the act of serving (in fully fulfilling the Great Commission)
- Marketing: the total of activities, involved in the moving of goods from the producer to the consumer
- Combine the two definitions:
- **Ministry Marketing: our servant actions and communications involved in moving the good of salvation, from the God who produced it by the death and resurrection of Jesus, and helping the intended consumer, lost humanity, to accept that salvation.**
- Marketing properly understood is another word for the whole process of communication, one that involves everything we do in the church, including all communications, publications, media, and public actions of the church.
- It is our **CONTENT** that makes marketing good or evil, not the action of "marketing"



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## Why this is so important

- **CONTENT** that makes marketing good or evil
- Our **CONTENT** (salvation in Jesus) is not easy to communicate today, we need more not less .....because
- Post-modern world
- Practical application Peter vs. Paul in audience & approach
  - Peter spoke to people steeped in the Bible, a tradition of truth, one God and looking forward to a Messiah
  - Great Success at Pentecost
  - Paul's audience, knew little, many Gods, many versions of truth
  - Taught, argued, debated, wrote—years of interaction



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## Bottom line on Marketing

- NOT evil
- It is a process
- A Strategy
- What we need is a strategy for that will give our church marketing efforts the **CONTENT** and process to fully fulfill the Great Commission
- Clear, complete, true communications
- The Five Steps of Effective Church Communications and Marketing does just that
- Focus here on print, but involves **ALL CHANNELS**



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### The Five Steps

- Inspired by Purpose Driven
- Modified to fit any church
- Progressively takes people from outside the church to Christian maturity
- Overview next
- More examples, articles, information on the website: [www.effectivechurchcom.com](http://www.effectivechurchcom.com)

The Five Steps of Effective Church Communications & Marketing to help churches create communications that will fully fulfill the Great Commission				
TASK	Target Audience	Marketing Strategy	Ministry Goals	Key Communications
Step #1 <b>INVITE</b>	Unchurched people Visitors Community	See	Identify the needs Unchurched people Evangelism	Print & Digital Versions Identify people, topics, business cards, Outreach, invitation cards, announcements, etc. Outreach, invitation cards, announcements, etc. Outreach, invitation cards, announcements, etc. Outreach, invitation cards, announcements, etc.
Step #2 <b>INFORM</b>	Visitors Regular Attendees Crowd	Sample	Personal invitation Learn about the church Join the church Worship	Print & Digital Versions Bulletin & Bulletin inserts Visitor & Newcomer Communications Digital & Social Media Church Newsletters Church Newsletters Church Newsletters Church Newsletters
Step #3 <b>INCLUDE</b>	Church Members Committed Attendees Congregation	Select	Participate in church events Experience Ministry Building a relationship Fellowship	Print & Digital Versions App, message program info & PC, children, youth, women, men, etc. App, message program info & PC, children, youth, women, men, etc. App, message program info & PC, children, youth, women, men, etc. App, message program info & PC, children, youth, women, men, etc.
Step #4 <b>INSTRUCT</b>	Involved Members & Attendees Committed	Stay	Biblical Study and Devotion Bible Study Bible Study Bible Study	Print & Digital Versions Training materials for all age and grade levels Teacher's manuals, lesson plans, etc. Teacher's manuals, lesson plans, etc. Teacher's manuals, lesson plans, etc. Teacher's manuals, lesson plans, etc.
Step #5 <b>INSPIRE</b>	Leading Members, Key Volunteers Church Staff Professional & Lay Core	Sell	Empowerment & Ministry Leadership Training Ministry Training Ministry Training	Print & Digital Versions Ministry & Staff training materials Empowering information Empowering information Empowering information Empowering information

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### Step One: INVITE

- Goal: Invite the unchurched to the church or church activities
- Church can and should do its own PR
- Saves money, involves members

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### Step #1 example: Business/Invitation cards

NOT FOR STAFF ONLY!  
All occasions, all formats  
Make up for all ministries, age groups, Small Groups

Website has samples and a free e-book

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### An business card with a clear purpose

Halloween, a fun time for tombstones, ghosts, and all things scary. . . .  
But what about when it isn't Halloween?  
This Halloween, take some time to check out the one person in all of history who conquered death—Jesus.  
On the back of this card are resources for you to explore. Halloween can be fun, but it's also time to consider eternally serious and truly scary questions.

Life is short; eternity is not. You owe it to yourself to carefully research what happens after you die. The resources below are not mindless quick-skim sites. They contain well-researched information about Jesus and the truth about life after death. Take time, explore, question, make an informed decision.  
www.lestrobel.com, also books: Case For Faith; Case For Real Jesus  
www.casefor.org  
—In the search box enter in "resurrection" also book: The Third Day  
www.whatareanaturally.com  
www.garyharbermas.com

Could add event invitation

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### Step #1 example: Postcards

- Still a KEY piece for effective marketing
- For Communication Central
- To "equip the saints to do the work of the ministry"
- Church office creates the cards
- Church people address and stamp, give and send

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### Plain to fancy they all work!

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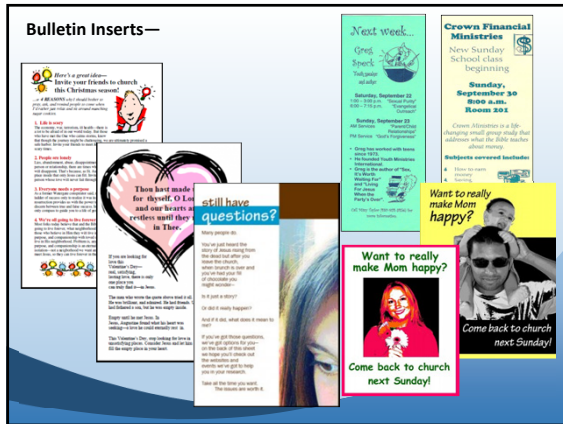
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### What about putting the bulletin online?

- GREAT IDEA!!!!!!!!!!!!
- Best if formatted other than just a PDF or in addition to it
- But.....
- DON'T stop doing the print version!
- Free ebook for ECC MEMBERS:  
<http://www.effectivechurchcom.com/2011/03/ebook-are-written-bulletins-still-needed-in-the-church/>

in a world of blogs, websites, tweets, video, & facebook pages....

Are written bulletins still needed in church?  
yvon prehn

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### Step Three: INCLUDE

- Involve people in the activities and life of the church outside Sunday morning
- Shift to internal marketing
- Has to be done intentionally and continuously

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TASK	Target Audience	Marketing Strategy	Ministry Goals	Key Communications
Step #1 INVITE	Unchurched people Visitors Community	See	Identify the church Unchurched into the church Become regular attendees Evangelism	Print & Digital Versions Identify people: signs, business cards, brochures, flyers, posters, etc. Outreach: invitation cards, signposts, etc. Outreach: invitation cards, signposts, etc. Outreach: invitation cards, signposts, etc.
Step #2 INFORM	Visitors Regular Attendees Crowd	Sample	Personal Relations Learn about the church Join the Church Worship	Print & Digital Versions Bible & Bible Study Bible & Bible Study Bible & Bible Study Bible & Bible Study Bible & Bible Study
Step #3 INCLUDE	Church Members Commitment Members Congregation	Select	Participation in Church Church Church Church Church	Print & Digital Versions App: invitation program (info & info) App: invitation program (info & info) App: invitation program (info & info) App: invitation program (info & info) App: invitation program (info & info)
Step #4 INSTRUCT	Unchurched Members Regular Attendees Committed	Stay	Training: growth and maturity Discipleship Discipleship Discipleship Discipleship	Print & Digital Versions Training materials: for all ages and levels Training materials: for all ages and levels Training materials: for all ages and levels Training materials: for all ages and levels Training materials: for all ages and levels
Step #5 INSPIRE	Leaders, Workers, & Volunteers Church Staff Professional & Lay Core	Sell	Empowering Service & Ministry Leaders & Church Leaders & Church Leaders & Church Leaders & Church	Print & Digital Versions Volunteer & Staff recruitment, training Volunteer & Staff recruitment, training Volunteer & Staff recruitment, training Volunteer & Staff recruitment, training Volunteer & Staff recruitment, training

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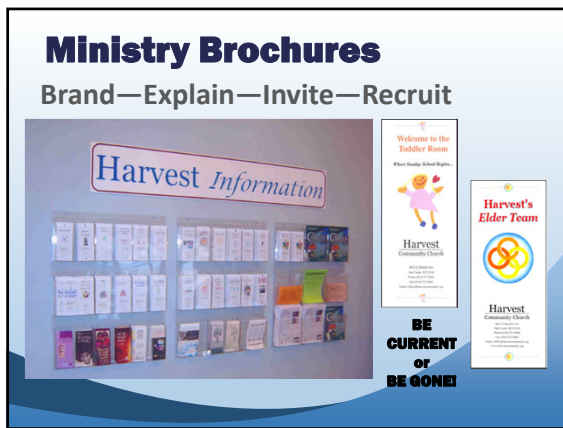
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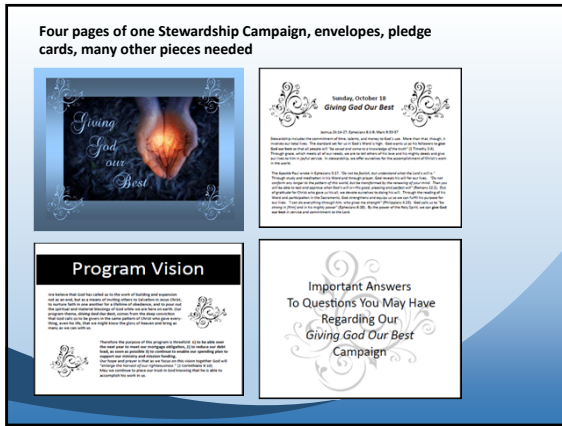
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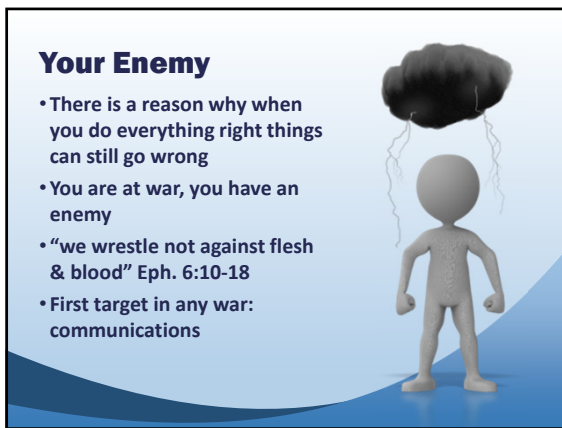
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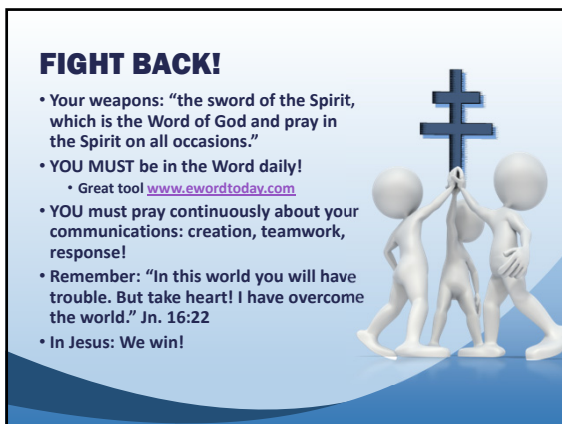
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