Church Communication

Checklist

Your Website

- Should provides easy access contact information - not just a contact form
- Should make weekly bulletin/newsletter accessible
- Should include church-specific information
- Should post upcoming events clearly
- Should provide photos, etc. of past events
- Should update/change its homepage regularly to encourage repeat visitors
- Should consistently remain current
- Should list YOUR church ministries/activities only
- Remember: your website is your communication hub - include EVERYTHING

Weekly Bulletin

- Can be print or digital - preferably both
- Should be available on website as well as in-person
- Should always include basic church and contact information
- Should include upcoming events and registration information
- May feature columns/blogs from staff or chuch members
- Should make generic religious news secondary to local news
- Must have visual appeal
- Remember: your weekly is also an evangelizing tool for church-shoppers

Events

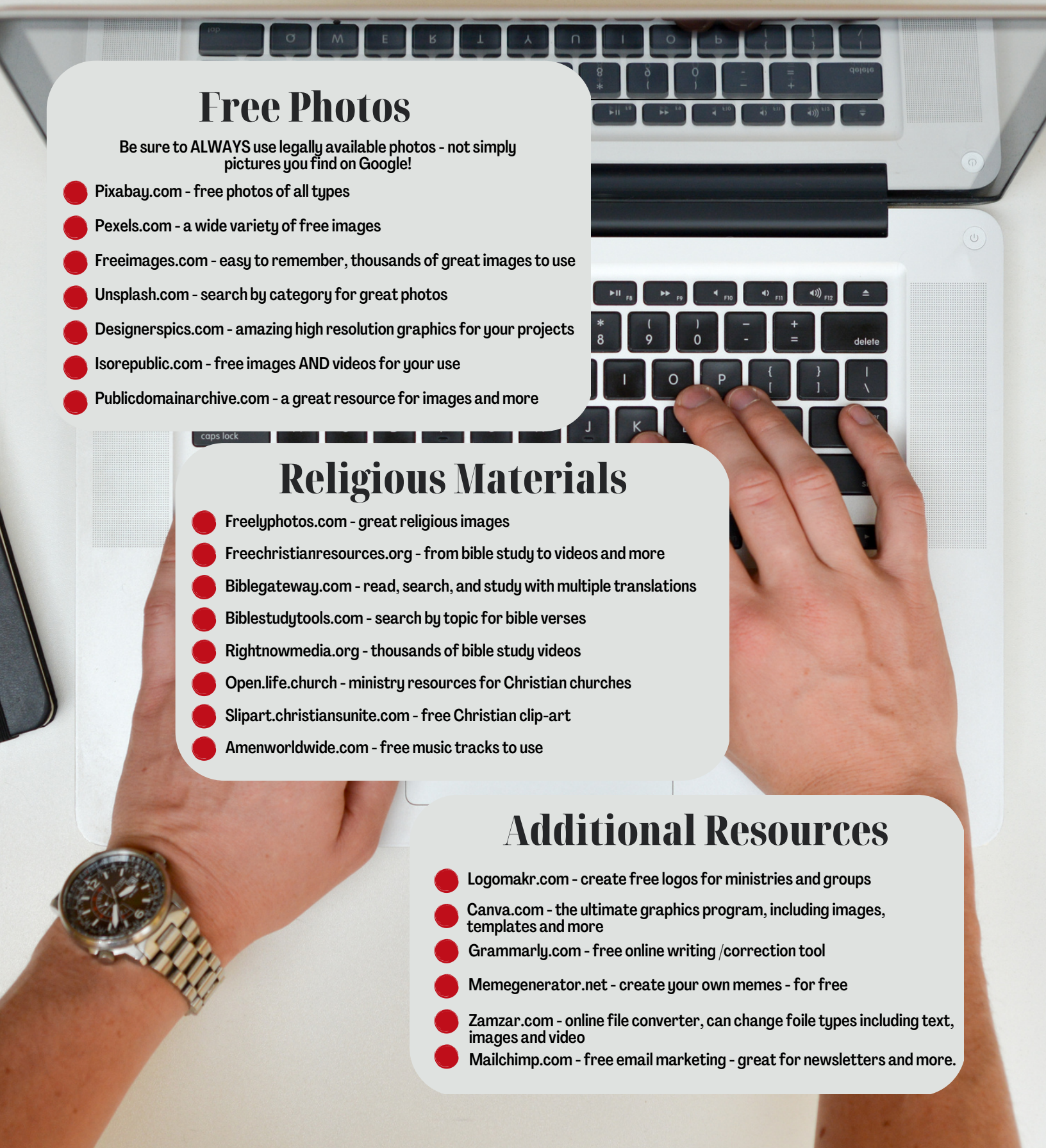
- Should be publicized both before and after
- Should include contact information and details *before* event
- Post photos and a write-up *after* event
- Should be varied enough to appeal to different groups, i.e. age, interests, etc.
- Should occasionally be open and publicized to non-members
- May take the form of in-person and online events
- May be non-religious to appeal to non-members
- Should offer and publicize vegan and gluten-free options when food is involved

Emergencies

- Require advanced planning for unscheduled communication needs such as bad weather cancellations, prayer requests, funeral details, etc.
- May necessitate email, texting, web announcements and in-person notification - when as many avenues are necessary
- May pass quickly, so notices should be removed/discontinued when the emergency has passed
- Should encourage you to periodically renew efforts to sign members up for texting and email notification
- Often involve unforeseen expenses, so a mechanism to accept donations via your website or through text messaging may a viable option.

Remember: communication serves 2 audiences - your current community as well as prospective members. Be sure not to lose members due to lack of effort - it is always cheaper/easier to keep a member rather than gain a new one.

Free Online Resources for Churches



Free Photos

Be sure to ALWAYS use legally available photos - not simply pictures you find on Google!

- Pixabay.com - free photos of all types
- Pexels.com - a wide variety of free images
- Freeimages.com - easy to remember, thousands of great images to use
- Unsplash.com - search by category for great photos
- Designerspics.com - amazing high resolution graphics for your projects
- Isorepublic.com - free images AND videos for your use
- Publicdomainarchive.com - a great resource for images and more

Religious Materials

- Freelyphotos.com - great religious images
- Freechristianresources.org - from bible study to videos and more
- Biblegateway.com - read, search, and study with multiple translations
- Biblestudytools.com - search by topic for bible verses
- Rightnowmedia.org - thousands of bible study videos
- Open.life.church - ministry resources for Christian churches
- Slipart.christiansunite.com - free Christian clip-art
- Amenworldwide.com - free music tracks to use

Additional Resources

- Logomakr.com - create free logos for ministries and groups
- Canva.com - the ultimate graphics program, including images, templates and more
- Grammarly.com - free online writing /correction tool
- Memegenerator.net - create your own memes - for free
- Zamzar.com - online file converter, can change foile types including text, images and video
- Mailchimp.com - free email marketing - great for newsletters and more.