



THE EPISCOPAL DIOCESE OF MISSOURI

First Fridays: Church Announcements & Newsletters

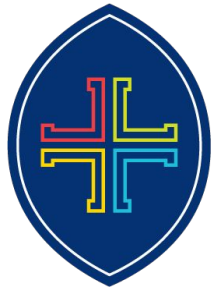
Friday, April 1, 2022



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Communications Strategic Plan

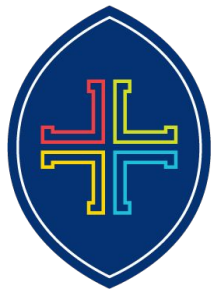
- Who is your audience?
- What is your message?
- What is the best way to communicate that message?
- What is your timeline?
- Who will get it done?



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Platforms for Church News & Announcements:

- Personal announcements during church
- Printed announcements
- Email announcements / newsletters
- Video screens
- Social media
- Text messages
- Website



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Personal Announcements During Church:

- Limit the number of in-person announcements (3 or 4)
- Limit the amount of time spent on announcements
- Refer people to another source for details
- Have one person give all the announcements
- Consider using personal stories to engage the congregation
- When to do announcements?
 - Before service begins, after the Peace, before dismissal



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Printed Announcements:

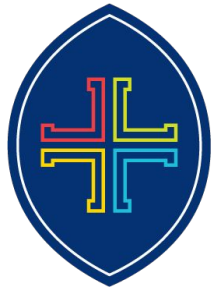
- Use a separate bulletin insert.
- Print on colored paper.
- Size of paper should fit bulletin.
- Segment your announcements.
- Keep the same format and highlight important details.
- Use visual/graphic elements to attract attention.
- Set limits on how often an announcement runs.



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Email Announcements / Newsletters:

- Use an email service for a sharper, branded email.
- Offer easy ways to sign up for the newsletter (website, church office, etc.)
- Consider sending from a real person instead of the church.
- Keep your design fairly simple and be consistent.
- Send your email on the same day and time each week.
- Segment your announcements.
- Keep each announcement concise - link to additional information.
- Include in every email: church address, phone number, email, worship times, link to website, link to online giving



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Video Screen Announcements:

- Use as few words as possible - headlines and dates.
- Leave each up for at least 7 seconds before rotating.
- Be creative! Use high resolution pictures and video.



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Social Media Announcements:

- Use only one event or news item per post.
- Use images to draw attention.
- Link to details on your website.
- Use Facebook events.
- Consider boosting posts for greater exposure.



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Text Messaging Announcements:

- Great for small congregations.
- Highly effective / good response rates
- Keep your message short and refer to another source for more information.



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Website Announcements:

- Your website is your hub for all communications!
- Post detailed news, events, and stories.
- Link to your posts from your other platforms.



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General Suggestions:

- Target your audience and use formats that work for your congregation.
- Be consistent with visuals/branding, messaging, timing.
- Keep announcements short.
- Set deadlines for submissions.
- Edit / proofread before publishing.
- **Inspire and Inform - your announcements are a way to share your church's story and mission!**