

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 Far from exhaustive, the practical tools that will help move people from one step to the next.
Step #1 INVITE	Unchurched people Visitors Community	See	Identify the church Unchurched into the church Become regular attenders Evangelism	Print & Digital Versions Identify pieces: logos, business cards, stationary, signage; Outreach: invitation cards, postcards, ads, door-hangers, tracts; Outreach support publications; Signage. Websites, emails, video, podcasts.
Step #2 INFORM	Visitors Regular Attendees Crowd	Sample	Personal Salvation Learn about the Church Join the Church Worship	Print & Digital Versions Bulletins & Bulletin Inserts; Visitor & Prayer Cards; Visitor & Member Communications; Gospel Presentations, Doctrinal & Denominational Literature; Church Overviews; Overall Church Newsletters. Websites, emails, video, podcasts, social networking
Step #3 INCLUDE	Church Members Committed Attendees Congregation	Select	Participate in Church Events Experience Ministries beyond Sunday Morning or main meeting Fellowship	Print & Digital Versions Age, life-stage program info & PR: children, youth, singles, seniors, etc. Ministry specific: Newsletters, brochures, calendars, event info and PR. Websites, emails, video, podcasts, social networking
Step #4 INSTRUCT	Involved Members & Attendees Committed	Stay	Spiritual Growth and Maturity Biblical Training Small Group Participation Discipleship	Print & Digital Versions Training materials: for all age and life-stage groups; Teachers: manuals, support materials; Corporate devotional and Bible reading; inspirational reminders Small group: PR, lessons, support. Websites, emails, video, podcasts, social networking
Step #5 INSPIRE	Leaders, Workers, Key Volunteers Church Staff: professional, bi-vocational & lay Core	Sell	Ongoing Service & Outreach Lifestyle & Church Ministry Consistent Giving Missions Involvement Ministry	Print & Digital Versions Volunteer & Staff: recruitment, training, affirmation; Equipping publications; Encouraging & Inspiring materials; Financial publications; Missions involvement and support. Websites, emails, video, podcasts, social networking

Core Components of Effective Church Communications

- Based on a Biblical Vision: the Great Commission, Commandment, Goal, and Promise.
- Modeled after Church Growth Theory that is: progressive, structured, time-intensive.
- Informed by Marketing Theory: communication that is targeted, multi-channel, complete, repeated.
- Implemented using a variety of hardware and software, publication tools and tactics.
- Modified for and tailored to the denomination, location, size, culture, and budget of each church.
- Measures success by attendance, conversions, church growth, and changed lives.
- Accomplished by tangible publications, team effort, prayer, and trust in God for eternal results