



BETTER

Bulletins

The point of bulletins is to be inviting to visitors and to be engaging for members. Bulletins should be more than just a formality; they should be invaluable tools used each and every week. — Sean Amster, media ministries blogger

Evaluate your goals. How do you want to use your bulletin? How are you *actually* using your bulletin? How can you make it better?

Templates are your friend! Set up simple template structure. Select an attractive cover matched to the sermon series, season, or mission. Selectively use graphics, images, icons and clip-art. Limit yourself to 2-3 fonts and colors.

Give visual structure. Give weight to what is most important and make your bulletin easily scannable. Breathing room (called white space) is helpful.

Share worthwhile content. After entering your order of service, include options like: Upcoming church events (with point of contact), ministry spotlight, ways to get involved, Bible study/small group options, sermon outline, notes area, a list of ministries, testimonies, prayer requests, a short welcome statement, a scripture verse, church contact information. Any items that will help visitors and members alike to connect and reconnect.

Proofread! Misspelled words negate your credibility.

Should you use bulletin inserts? Some experts say yes! It gives a “third dimension” of engagement.

Your bulletin is a key way in which you communicate to your congregation, so it should be well thought-out. — Benjamin Webb, communication pastor



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