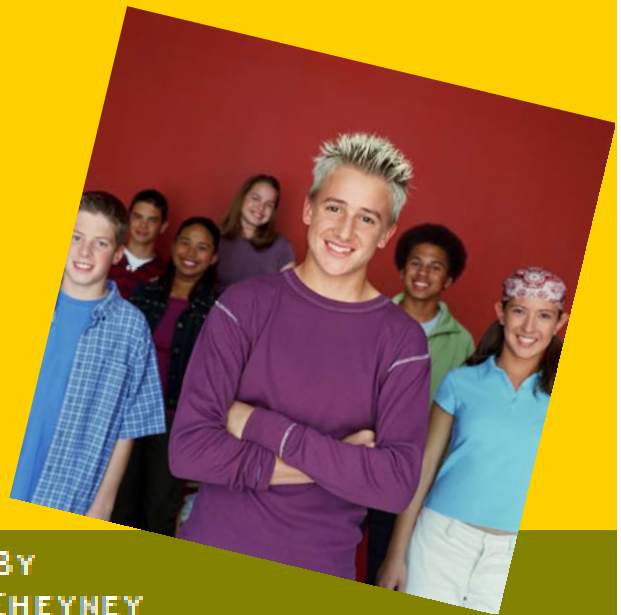


Fifty Marketing Tools Often Overlooked by the Church

Effective Ideas Your Church Can Begin Using Right Away!



BY
TOM CHEYNEY

Adapted from *Total Church Communication Planbook* by Tom Cheyney, North American Mission Board (HMB) 1996, Revised 1997 & 2007 NAMB/CPG.



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Meet Tom Cheyney



Dr. Tom Cheyney serves at the North American Mission Board on the Church Planting Group's Resource Development & Delivery as Team Leader. Tom develops world class resources to assist church planters in growing their new churches. Dr. Cheyney's vision for the Resource Development & Delivery Team is to provide exceptional tools for church planters, sponsoring churches, church planting missionaries and those who work with them. Tom and the Resource Development & Delivery Team oversee the continual development of the Church Planting Village; a virtual church planting community for organizations and individuals interested in church planting within the Southern Baptist Convention. Tom has a passion for developing and delivering effective tools for the work of ministry. The RD&DT has a vision for helping you and your church to share the Good News in ways that catch interest and attract response from the people you want to reach.

Other Responsibilities include and have included: Co-Author *Boomerang Churches: How Your Church Can Return to Its Calling!* (Along with Dr. Rodney Harrison, Church Revitalization due out June 2009); Author/Creator of *Starting High Impact Churches: How to Launch Out Large!*; Co-author of *Spin-Off Churches: How One Church Plants Another* Broadman & Holman Publishing June 2008 (along with Dr. Rodney Harrison); Co-creator of the Church Planter Management System, Manager and lead trainer of the Church Planter Management System, Writer of 25 of 29 Church Planting Manuals for inclusion within CPMS, Manager of all Electronically Delivered Church Planting Resources, Creator of Church Planting Village the electronic church planting website for North American Missions (www.ChurchPlantingVillage.net), Feature Church Planting writer for *Church Planting & Evangelism Today* magazine column "Peak Performance Principles for Planters" 1997- 2001, Editor of *Church Planting Today* 1997-1998, Author of *The Worship Celebration Manual for Church Planters*, Author of *Starting High Impact Churches* CD-ROM, Creator of *CPG Compass I: SBC Church Planter Start-up Kit*, Creator of *Wilmington's Bible Study Library I & II*, Co-Author & General Editor for *Seven Steps for Planting Churches* (Planter & Partnering Church Editions), Church Planting Conference speaker and Leader, Creator, presenter and author of *Taking Your New Church from 0 – 500 Conference*.

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Please Give this Book Away to Others!

This e-book is shared as a free gift by the *Resource Development & Delivery Team*. Please pass it on to other church planters, sponsoring churches and church planting missionaries. Here is a quick list of ways you can help others start developing their church marketing.

E-mail this file to someone you know in the ministry
Send them the link to our website www.ChurchPlantingVillage.net
Print this file and share it with your fellow pastors and planters you meet with monthly for group discussion and networking
Drop us an email and tell us what you think of the e-book
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Do you have the “Tude” Dude?

There are several effective church marketing tools that begin with your attitude! These ideas ought to be in your mental tackle box for marketing your church right away. There are around a dozen tools the planter, pastor, and missionary can and should use that are absolutely free, they do not cost you one cent. It is only wise to use them and yet far too many new churches and existing churches forget to use them. I am talking about marketing ideas that are attitudes or mindsets. These mindsets focus on employing outreach tactics consistently and throughout your ministry organization. Many a church has forgotten the impact that can be made through presenting and living out of the right attitudes before potential new prospects and members for your church! Many churches prosper far above their neighbors church simply because they know how to use these tools. They prosper to inspiring degrees by utilizing several of these ideas.

It will not be easy to grow and sustain these tools we will come to be known as the “Tudes!” One reason for this is that most pastoral staff as well as ministry support staff does not have a clue what it takes to attract new prospects and people for the church today. For them this will not be easy. You will need to keep working at it and keep remind them why you are doing these things. When you begin to develop these ideas the first year will be the most difficult. But once your staff, weather volunteer or paid, begin to see the results of embracing these attitudes, the job of effectively marketing your church will become a great deal easier.

As with most church marketing tactics, the launching of these efforts will demand the most of you, but succeeding demands no less. Some church staff will seek to be slack on these tools because they are “beyond” these ideas. That is alright in time they will either change or you will exchange them for those who will get behind where the church is going. Within this e-

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book we have put together 50 free church marketing tools that you can use right away. They are offered as a gift to you and your church and our desire is for you to reach even more people for Christ Jesus than ever before.

One word of advice during the examination of these materials, do not overlook the obvious. Far too many churches spend exorbitant amounts of resources on expensive marketing to only discover they really did not work. Church marketing takes an attitude. It often comes wrapped in a way of thinking about presenting the Gospel in a new way for a different group. Then after the thinking comes the doing and most churches stop short of the action it takes to effectively market their ministry to the community in which they live. Many pastors and church planter have told me over the years how shocked they were when they tried these ideas and just how inexpensive they were yet how helpful they are to reaching new people for Christ. Give these ideas and tool a chance. Begin to effectively market your ministry and church today!

When I initially wrote this Plan Book, I wrote from the experiences of a church planter who had planted churches and just never could afford to spend large sums of money on elaborate church marketing. These ideas found here enabled my new churches to draw people and community to what God was doing within our fellowships. The best thing about all of these ideas is if you can get over yourself and just try these very simple tips, you will discover they actually work! Usually, someone will ask if I ever used more expensive church marketing techniques. Yes, I have so here are a few things as those churches began to grow we used. We used a weekly Saturday night television program from our church. Weekly we were on radio with a brief sixty second radio spot that was created around a thought for the day type format. We sponsored various events and held great evangelistic meetings that drew the community. There is probably a large list of other things that those who were part of those ministries could remind me about but these are just a few of the larger ones I can remember. Now with that stated, let's look at those tips and items that got us to a place where we could even consider the more expensive forms of church marketing.

God Bless You,

Tom Cheyney



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#1 THE NAME

The name of a church exerts a powerful influence over the prospects for the ministries or prospects offered by the church. In general, rules governing a church's name are:

Be sure it has absolutely no negative connotations.

Make it easy to pronounce and spell.

Try to use a name that will not result in any confusion, such as a name that looks or sounds like an existing name.

Don't name a church in a way that limits expansion.

Try to find a name that describes your church, such as West Monroe Baptist Church, Covenant Baptist Church, Ashley Road Baptist Church, etc. Note that this name also conveys a benefit.

Avoid trendy names like the plague. When the trend dies out, your church may do the same.

Attempt to convey your identity with your name: dignity, largeness, local identification, and quality, whatever.

Use of your own name is usually a good hedge against infringing on someone else's name.

Ask: How will my name sound on the phone? On I-tunes? On the radio? What will it look like in ads? On stationery? On your Facebook page?

If your church might attract prospects from the yellow pages, use a name that will be listed first, i.e., Aardvark Baptist Church (go ahead and smile about that).

There is no rule that says a church's name must be cutesy-pie, though some names lead you to believe such a rule exists. There is also no rule that dictates your name must say what your business is all about. Some successful churches keep their names vague so that they can engage in several activities.

When considering what to name your church, the bottom line is that there are many wonderful names and many terrible ones as well. Your job is to pick one of the many wonderful names and avoid the terrible ones. George Barna did a study

about ten years ago now that discovered using the name Baptist in your name was not a detractor so use of the name would not hurt you and your church. Many people have said otherwise but the research shows that it was not a factor or detractor.

#2 NICHE

Unless you have absolutely no competition now and never will have any, you're well-advised to select a niche that differentiates your church from all other in the area. The niche can be quality or service, momentum or convenience, experience, originality or selection, innovation or any other characteristic for which you wish to be known. Just realize that before you obtain a healthy share of the church market you're going to have to obtain a healthy share of the community's mind. And the selection of a unique and desirable niche is a smart place to begin for any church.

A niche is your focus group and the people to whom you are going to communicate and focus your attention. Many a minister has shared of his insecurity in identifying a specific niche because they fear it will seem like they are going to shut some groups or people out. Naturally, the niche should be one that is a natural benefit offered by your church. In choosing your niche, keep three factors in mind:

1. Your community's present church offerings
2. Your own church's target audience
3. Your own church format and function

The idea is to pick a niche that fits in well with all three. All of your marketing should create a deeper and deeper connection between your church and your niche. Sure, you can choose to stand for high quality while still promoting your service and your selection. But you've got to communicate the idea of high quality with all your marketing resources - from your stationery to your yellow page ads, from your direct-mail letters to your weekly presentations.

In all those marketing vehicles, high quality should leap into the mind of your prospect. When prospects and patrons think of your church, they should think of high value and excellence. If you do not pick a clear and meaningful niche, you will end up standing for nothing. This makes you easy pickings for any competitor. On the other hand, when you give serious thought to your niche, you can gain a powerful viable advantage.

Many successful churches study their markets looking for unoccupied niches. That is where they hang their church marketing hats. These churches realize that many product and service categories are vulnerable in areas that no one has claimed. So they claim the turf for themselves and they do what is necessary to live up to their niche. Since your niche governs so much of your marketing, it deserves careful inspection. Always consider moving into a niche that another church occupies if you can do a better job of filling it. The buzzword for niche marketing which has been around for some time is *positioning*. Whatever you call it, just be sure you know it and communicate it.

You really cannot afford to market your church to everyone in your community. It would not be feasible financially for your ministry to do that most of the time. By matching your gifts to a niche within the community gives you a greater

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chance of success. Far too much church marketing falls short because the pastor believes he can reach all people and fails to select a ministry focused niche.

#3 THEME

A theme is a set of words that summarizes your identity, benefits, or uniqueness. The best themes are those that can be utilized for decades. The longer you use them, the more powerful they become.

You've heard of the power of a brand name? One of the ways to get one is to give people a theme to remember you by. Some of the best themes in the land have been around for twenty years, even fifty years. They're the best because they're as fresh the day you read this as they were when they were invented. And the companies that use them are bigger today than the day they first used them.

A few examples:

"You're in good hands with Allstate."

"Fly the friendly skies of United."

"...in the valley of the jolly -ho-ho-ho-Green Giant."

"The Maytag repairman is the loneliest man in town."

I could go on - and so could you - but you get the point. The idea of a theme is permanence. Themes are not to be changed around or else they are wordplay rather than marketing themes. Wordplay doesn't win nearly as many customers as a marketing theme.

Where does a practicing church marketer use a marketing theme? The answer: in as many places as possible. On ones web page, in their Facebook page, brochures, in ads, in radio commercials, on business cards, on signs, at trade shows, in letters, anywhere he or she can. Don't forget: Themes, like cheeses, improve with age.

Themes should not contain trendy words or they will become old-fashioned when the word goes out of style. Themes should not be long-winded; strive for brevity. Themes should suggest a visual element so that they may be brought to life by graphics. Themes should be created with both the present and the future in mind. Do not theme yourself into a corner by saying you are "A Great Little Church in the Woods," when two years from now you will be in the middle of an expanding community with most of the tree ripped out.

In a decade that is seeing more new churches launched than any other decade in history, the contest is becoming both plentiful and sophisticated. Only the churches that develop a brand-new awareness will survive and prosper. You are reading, here and now, about one more way to get that kind of awareness. If you don't have a theme now, get one. If you have one, lean on it. You'll find it to be a potent tool.

#4 CHURCH PROMOTION PLAN

This church marketing tool costs nary a cent, guides all your efforts down to the most promising path, and yet is absent from the storage room of most churches. Why does this happen? Probably because most church pastors are frightened by the mere topic of church marketing. Because they are not sure of what it's all about, they market by ear, making up their church campaigns as they go along, acting on the advice of diverse sources, and shunning the act of putting their plans down in writing. Worse yet, some of them employ past ministers who are now looking for something to do in their later years to create a church marketing plan. The church marketing companies that are out there are seeking to justify their probably lofty prices that only serve to intimidate the pastor leader further.

A good church marketing plan intimidates no one, except perhaps the churches who do not work towards marketing themselves to the community. It serves as a printed map of the route - showing the objective and how to achieve it. To keep it clear, a church marketing plan should be brief. This helps improve the focus. Without focus, church marketing is a misuse of resources. Only 5% of churches have a written plan of marketing their church to the community. Most Christian bookstore marketers for instance have long been able to operate from a seven sentence marketing plan. Here are the seven sentences and an example of how a small bookstore put them to good use:

One sentence tells the purpose of your marketing.

"THE PURPOSE OF PAGE ONE BOOKSTORE MARKETING IS TO BUILD AN INCREASING BASE OF REPEAT CUSTOMERS."

One sentence tells how this purpose will be achieved, focusing upon the benefits of your offering.

"THE WILL BE ACHIEVED BY STRESSING THE SELECTION OF BOOK AND NONBOOK ITEMS WITHIN THE STORE."

One sentence defines your target audience.

"OUR TARGET AUDIENCE IS BOOK-BUYING ADULT FEMALES WITHIN A ONE-MILE RADIUS OF PAGE ONE BOOK STORE."

One sentence describes proposed marketing vehicles.

"MARKETING VEHICLES TO BE EMPLOYED WILL INCLUDE NEWSPAPER ADS RUN WEEKLY IN THREE PAPERS, A WINDOW DISPLAY THAT CHANGES WEEKLY, NUMEROUS SIGNS INSIDE THAT MERCHANDISE AND CROSS-MERCHANDISE, A YELLOW PAGE AD, QUARTERLY AUTOGRAPH PARTIES, QUARTERLY AUTHOR LECTURES, QUARTERLY IN-STORE SEMINARS, FM RADIO ADVERTISING, POSTCARD MAILINGS EVERY TWO MONTHS,

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BROCHURES, A CATALOG, A ONE-TIME MAGAZINE AD, TIE-INS WITH ALL LOCAL CONFERENCES, ACCESSING CO-OP FUNDS, AND USE OF OUR MARKETING THEME ON BAGS, BOOKMARKS, INVOICES, GIFT CERTIFICATES, AND GIFTS."

One sentence tells about your niche in the market.

"PAGE ONE'S NICHE WILL BE A CAREFUL SELECTION TAILORED FOR THE COMMUNITY."

One sentence gives your identity.

"OUR IDENTITY WILL BE PORTRAYED AS WARM, HONEST, KNOWLEDGEABLE, UP-TO-DATE, AND ULTRA-FRIENDLY, AS EVIDENCED BY OUR GREETING PEOPLE BY NAME, TAKING PHONE ORDERS, SETTING UP CHARGE ACCOUNTS, SHIPPING ANYWHERE IN THE WORLD, AND DOING FREE GIFT WRAPPING."

One sentence describes your marketing budget expressed as a percent of your projected gross sales.

"10 PERCENT OF PROJECTED GROSS SALES WILL BE DEVOTED TO MARKETING."

Any church can create a seven sentence marketing plan such as this one. Each year it should be reviewed, and each marketing decision should be judged by whether it fulfills the promises inherent within the plan. If you want, you can add one hundred pages of documentation. If you want, you can cut it down to seven words to hone your focus even more. Page one might put it like this: "WE WILL BE THE QUINTESSENTIAL CHURCH THAT REACHES OUR COMMUNITY." Operating without a marketing plan is similar to driving a car with the windows painted over, no breaks, and no steering wheel. Don't try it.

#5 IDENTITY

A word to strike from your marketing vocabulary is *image*. An image is a facade, something phony. People sit in a room and try to decide what image to portray. They come up with all sorts of high-fluting characteristics, and then communicate these as part of their image. Unfortunately, the whole thing backfires.

Prospects come in or phone and learn that the church is not, indeed, what it held itself out to be in the first place. Instead, it is different - not bad, but different. This makes the prospect unconsciously feel ripped off. The prospect was victimized by your misrepresentation of yourself because you communicated an image that had little basis in reality, only in hope.

A far better "I" word than image is *identity*. An identity is automatically honest. If you communicate your real identity, people feel a sense of relaxation when they contact you because they see, again on an unconscious level that you are

exactly who you portrayed yourself to be. They know that you did not misrepresent your personality, so they are more likely to believe other things you say. It is not always simple to come up with your identity, but is always possible.

Get a few people in your church, plus one or two objective parties to list words that describe your identity. Be honest with yourself. Then try to convey that identity in all of your marketing materials. It won't be difficult because it's real. People will feel a sense of connectedness with you because they trusted you; and you did not, unlike many other businesses, betray that trust.

As you steer clear of anything that even hints at an image, you should veer toward everything that proves your identity. Be sure your ads, brochures, windows, letters, wording, graphics, office, salespeople, telephone demeanor, and employees reflect that identity. It will make your customers feel good. They enjoy an honest personality, and by conveying yours, you are giving your customers what they want and what they unconsciously need.

If you have been marketing an image up till now, begin now to switch over to marketing your identity, to being completely honest in your communications. Remove the whole concept of image from your marketing. Regardless of what you'd like to be, if you're not it yet, don't act as though you are. That's really the essence of identity.

You'll find the entire marketing process gets a bit easier once you have embraced the idea of communicating your identity.

#6 WEB FORUMS & WEBINARS

With the growth of the internet any church can have a powerful tool for church promotion. It is an easy way of keeping in touch with people. Take the time to learn how to use it effectively and you are well on your way for placing you and your church out before the community in positive people catching ways. Look for ways to connect with free forums and community bulletin boards. You will be surprised how many of these will let you post your churches information about its various ministries. Most will also allow you to add a link to your web site on their site so others who are interested can find out more about you and your work. In a short while you could have thousands of prospective users of the internet now having admission to your churches ministry offerings and information. When you participate in a web forum you have an opportunity to market your church for free.

Talking up programs is a great way to use these community forums. You can present a news release type of presentation and the best thing about forums is that they are all over your town so you can connect with more than one and broaden your opportunity for impact. Keep your thoughts and presentations wrapped around something that is happening locally and not globally in your church. People connect first and foremost to the events that are happening locally. If you search for the locally visited web sites you have a much better opportunity to connect with potential visitors for your church!

Another use of the internet is the use of Webinars for connecting to individuals who you might impact. There are many available (we use www.churchwebinars.com) and the cost is easily doable. If you decide to begin offering webinars, remember that what you are offering must have value to those you invite to participate in the webinar session. Ideas such as parenting advice from your preschool director, Youth chat on a hot topic, and even virtual meetings is a good way to

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use this technology. Remember to think about ways you might connect with people you meet in the community using this feature so you will draw individuals to your churches ministries.

#7 ASSEMBLE A BRAINSTORMING GROUP

Collective IQ is always greater than when one works on an idea. Great ideas surface while you are coming up with many ideas. Look for people to form this group that are creative thinkers and willing to work together as a team in order to effectively market your church. It takes a group working as a team to strengthen this approach and be sure you fill this brainstorming group with team players and not a group of independent free agents. Learn to get and receive advice from a group like this one. Do not be afraid to ask others to help you and the church come up with great ideas for marketing your ministry. Sometimes you will want to meet in a room together doing a white boarding session for creativity. Other times you will want to just pick up the phone or host a quick webinar to get everyone's impact. Keeping everyone focused on the task is the key no matter how you meet. Brainstorming does work much more easily if you can get everyone into a room together to build off of the energy of each other. Brainstorming together as a creative church marketing team can be a lot of fun! Keep your ideas at a high level and begin to display a new level of excellence in all that you do in marketing. Look for people who are busy! They are the ones who even though it will be a sacrifice for them to participate, both you and they will find a growing synergy as creative's come together to brainstorm for the work of their church. A great way to use this team is to have them assist you to develop better sermon series materials. Items like flyers, PowerPoint's, and even the stage in the worship center can all be connected by utilizing such assistance from your brainstorming group.

#8 VALUE

Because church marketing is so dedicated to church growth and church enlargement, it considers value to be a foremost promotion element. People today as they seek the right church for their family are very conscious of ministry value. I don't need to tell you that. But I do have to tell you that only 14 percent of people consider ministry value to be the prime influence over a decision to join the church.

While developing church ministries and programs, keep your church's opposition also in mind. Also keep your target audience in mind as well. It is always a good idea to develop a prospect strategy so that you can carve out your niche in the community - or at least fit into a niche that can prove successful to you. One such niche may be senior citizens if you live in a community that has them as a large population base. Another might be young adults. Or perhaps dinks (double income no kids) or dink wads (double income no kids and a dog).

People are far more interested in value than the great cost to ones time and energy. Because of value you can make your ministries, programs, or worship services available to a larger mass by offering value. Think in long term instead of short term and you will be happier in the end.

Some great examples of this today are:

Upward Sports
AWANA's
Youth Extremes

Kids Church
Ladies Retreats
Men's Outings
Marriage Getaways

Value builds upon benefits to the end user. It does not cost you anything to think as a church marketer when you are developing ministries that have a great theme and an easily identifiable benefit to the prospect. That is why I suggest using a brainstorming team to help with your sermons series and titles. Remember that value allows your church marketing to become more engaging to potential people who might select your church. Prospects want to know what is in it for them so offering a value or benefit that touches their need is advisable. Keep your church marketing attractive and powerful. Draw people's attention by speaking to a specific need.

#9 PROSPECT ELECTRONIC & PRINTED MAILING LIST

Do everything you possibly can to compile a gigantic and loyal prospect mailing list of people who have worshiped in, been ministered to, or helped by your church.

Obtain this list by:

1. Having a sign-up book in your church.
2. Having a manned visitor's center in your church.
3. Gathering prospects from your Facebook page.
4. Automatically adding the names of all your visitors.
5. Asking your membership to secure prospective prospects names for the list.
6. Gathering prospects from your web page inquires.
7. All of the above.

You can enlarge the list, though not with bona fide prospects, by having contests in which people must write their names and addresses in order to enter, e.g., youth groups and mall prizes.

Once you've gotten a prospect list, put it into a computer, and recognize deep in your heart that the list is worth far more than its weight in gold. Keep it up to date and work on it regularly. These are very special people. They know who you are, where you are, what it is like to do business with you. For your sake, I hope your prospects are satisfied. Satisfy them by keeping in touch with them on a regular basis. Invite them to special sales. Let them in on special events, news, bargains, and shipments. Remember their birthdays or at least do something at Christmas. Valentine's Day would be a neat holiday to remember them. I tell you this because I want you to love on them. If you do, you will treat them like the kind of people who grace your life with repeat sales and then more repeat sales. They refer your church to friends, neighbors, associates.

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Bless these folks on your long (I hope) prospect list, because they are the mouths from which the words flow in word-of-mouth advertising. Do you think a total stranger is going to talk you up? Your prospect mailing list should be kept up-to-date, clean, guarded, and backup it up weekly.

The wisest of the church marketers invest 10 percent of their marketing funds toward attracting the universe, which is everyone who could possibly be exposed to their marketing; 30 percent toward attracting their prospects, who are those people with the greatest proclivity to buy; and 60 percent toward attracting their members, who contribute the greatest source of ministry revenues. The mistake most churches make is using 100 percent of their marketing funds towards attracting the universe!

#10 USE FACEBOOK AND OTHER SOCIAL NETWORKS

Randy Ferguson poses a great question when he asks: “How much would you be willing to pay for a “magic tool” that could immediately help you understand your community better, make you an expert at engaging the strangers around you, give you a convenient way to connect with and encourage the disciples you are making and assist you in your task of evangelizing those far from Christ right in your field? What would a tool like that be worth to you? How about nothing? That’s right it costs nothing. It’s FREE! It’s also yours for the using. It’s called Facebook.”

Facebook is the 6th most-trafficked website in the world. It has more than 70 million active users (up from 25 million one year ago). It is adding an average of 125,000 users per day. It contains over 55,000 regional, school or work-related networks. Twenty thousand applications have been built on the Facebook platform (140 new each day).

Facebook isn’t just for college students anymore, although it began as (and was limited to) a social networking media for college students, more than half the users are outside of college. Its largest and fastest growing demographic is adults over 25 years of age.

Facebook is a tool and only a tool. Mark Zuckerberg, the founder of Facebook when he was 21, insists that the Facebook *is* a social utility *that* connects you with people around you.

Here are several ways that Facebook can be used to assist you in your church planting and ministry activities:

Analyze your neighborhood
Connect with your audience
Support the ongoing work of disciple making
Reach those who do not know Jesus!

Give Facebook a chance. Learn how to utilize existing networks to connect with prospects in your area. Learn as you go and allow the use of social networking the opportunity for you to touch individuals with the good news of the Gospel of Jesus Christ!

#11 TELEPHONE DEMEANOR

The way your phone is answered, and the way callers are treated, exerts a powerful influence upon the success of your church.

I had two ministry assistants who worked for me in my last church. One answered the phone in a cheerful way and the other answered the phone like she was curing cancer and you just interrupted her. Over time I began to notice that the cheerful assistant began to get more and more of the calls. The other assistant did not. One day during a blizzard which I was the only one in the office, I asked why they were calling this one most. Over and over their reply was that the other assistant turned them off and acted like she was too important to answer the phone! That is a sad commentary indeed, one which we fixed.

Perhaps you ought to call your office from a pay phone and see how your people answer the phone when you are not around. Good telephone demeanor is essential. I suggest you develop a slogan to answer the phone with so it sends a message to those calling immediately. Here is a great suggestion: "Hello, thank you for calling First Baptist Church! It is a great day, how may I assist you? Encourage all of your staff to smile as the phone rings and as you pick it up continue to smile. It will carry through in your tone and conversation.

Adherence to seven guidelines can transform a ringing telephone into a potent church marketing tool:

Institute a brief but clear telephone training program. In it, instruct employees how to answer and not answer the phone, how to communicate effectively with callers, how to develop a friendly phone attitude, and how to convey any specific points you wish to cover to all callers. Do not let anyone who has not taken your training program answer the phone. The program can run as short as one hour and be summarized on a single page. Do it. It always pays off. And it doesn't cost much to initiate. Repeat it quarterly.

See to it that your phone is answered the same way each time to give callers the comfort of consistency. The answer should be friendly and mention the church name. More important, it should have a built-in warm smile.

Recognize that time is of increasing importance. So handle phone calls comprehensively, directly, and fast. Callers will appreciate the respect you have for their time.

If you wish to make outbound phone calls to create leads, contact your telephone company and ask if they offer free seminars. Many do.

If you do not have enough phone lines, rather than putting callers on hold or transferring them to a line with a radio station that just might be playing a commercial for one of

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your competitors, transfer them to a background of beautiful music and a message about your church including any special offers you have at the time.

Try to answer the caller's questions as clearly and sincerely as possible.

Be polite regardless of the caller's attitude. Talk yourself into believing that customers and prospects are always right - even when they're wrong.

The telephone call is an opportunity for people to form first impressions, and for you to display professionalism and exhibit that you've got the right attitudes. If you don't recognize that every phone call is a church marketing occasion, you're not a practicing church marketer.

#12 NEATNESS

You won't find neatness listed in any marketing textbooks or discussed in many marketing classes, yet the presence--or absence--of neatness exerts a powerful effect upon a person's decision to purchase. There is little question that neatness is a potent and inexpensive church marketing tool. You would be astonished if you knew how many people decide not to do participate with a church that has displayed sloppiness on their premises, in their worship practices, or with their church marketing. Even something simple like a worship bulletin that is thrown together with little or no attention to excellence can send a negative statement to your potential prospects.

These people make the unconscious, but natural, assumption that if a church is sloppy in any way that it must show up in how they run their ministries as well. The same, happily, is true of neatness. If your prospects see it physically, or sense it intellectually, they assume that you are a church that has it together and that you do not make sloppy mistakes.

It is a simple matter to ascertain the neatness of these entities on a Sunday morning. It is quite a different thing to maintain the neatness throughout the entire day and the entire week. Still, you can, and will, be judged at any time. And neatness or sloppiness will be part of that judgment. The people who run Disneyworld know that very well and set the standards for neatness as a continuing market endeavor.

Rarely does a single thing influence a potential new church member's decision. More often, it is a series of items that causes potential prospects to form opinions. Neatness, though far less heralded and less glamorous (plus less expensive) than the majority of church advertising, is one of those items. It is too important to be overlooked.

This realization should be imparted to every person on your church staff. It is the job of each of them to maintain neatness at all times and in all phases of your ministry. Although it is true that some people can overlook a plod of mud in your entrance way or a layer of scum on your Visitor's Center countertop, many others cannot. And even if you have

created genius-level church marketing to attract these people, you probably haven't got a prayer of drawing them into your church. They have seen that your ministry is messy. It is often unfounded but now they believe your message is as well.

On the other hand, if the church environment is appealing, the ministry offerings will be more appealing. If you can't afford janitorial services, assign the neatness to your staff--or yourself. It will be worth the time. Church marketers think of their businesses as their homes and their prospects as their guests. You wouldn't invite guests to a cluttered home. Don't expect them to participate in a church ministry that looks unappealing. You wouldn't, would you?

#13 SMILES

You will probably never hear a church marketing authority say that one of the most significant factors in church marketing is a simple smile. Yet that is the absolute truth. There are many television preachers who understand the importance of smiling and displaying a friendly disposition. A smile forms a human bond. It shows you consider the person a human being rather than a nameless prospect or member of a demographic group. It proves you have singled the person out as special. It says you are personally interested. Best of all, it makes the person feel good, feel that you are a friend. And people just love to connect with friends.

Most church staff members believe it or not are just in too much of a hurry to smile honestly at their members and potential new members each week. They take the work of ministry too seriously. Smiles do wonders at breaking down barriers, establishing relationships, imparting warmth, and proving humanity. Every staff member ought to have the time to stop and connect with people each week. When you rush pass them you are saying you do not care for them. Why then should they care for you and your church?

Smiles are part of the spirit ministry marketing because they don't cost one cent. Yes they take time, and they ask for energy on your part. They also require genuineness. And they come to vibrant life if you look the person in the eye while you are smiling. That is relatively deep human contact in the context of doing church life together.

But smiles also work on the telephone because people can actually "hear" the smile. So eye contact helps, but is not always absolutely necessary. A smile is proof that you like the person, that you appreciate the person's participation, that the person makes you happy. A sour expression accomplishes the opposite. I'll bet this doesn't surprise you.

Once you understand the importance of a smile, be sure you impart your understanding to all volunteers and staff members who will deal with the public. Happy churches are pleasant to worship in weekly. There is a sense of fun and fellowship that permeates the mood and climate in a smiling church. Smiles appear to be minor and tiny in the scope of Biblical things. But they are far more important than they appear. That's why there are so many smiling growing church pastors out there. That is also why they have so many people sensing a belonging to that ministry and place for worship.

Go ahead, crack a big smile! How does it feel? You will be surprised at the responses you get from smiling. For those coming to your church for the very first time, it feels like they fit here because you have created a sense of belonging.

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#14 FOLLOW-UP

The difference between a church marketer and a non-church marketer is that the non church marketer thinks that the marketing is over when the visit has been made.

The church marketer, realizing the immense potential value of each prospect, begins the all-out marketing assault when the first contact is made. The church marketer knows that each customer is a potential repeat attendee while the church begins ministering to this individual. Additionally, this prospect knows other individuals that the church has never met and could be a tremendous source of referrals leading to additional prospects to minister to.

So the follow-up continues on a regular basis, using one or more of many follow-up opportunities. The number of these is as limitless as your imagination. Here's a year's worth:

Host a preferred prospect dinner and concert presentation.

Send them a birthday card.

Have a prospect Sunday school class (PAC).

Send them your church newsletter.

Put them on your e-mail blast or post card mailing program.

Use the churches Facebook invitation to contact them.

Send them a Christmas card.

Send them an Easter invitation to a program.

Send them a letter with a point of interest plus a special offer (Afterwards would you join me at my home for a Bar-B-Que?).

The anniversary of when your prospect became your prospect.

Send them your church questionnaire.

Send them the link to your church audio podcast or video invitation.

Send them one of your twelve church brochures once each month.

Stay in touch with your prospects, because if you don't, some other church will! Eighty percent of church membership that is lost is lost due to apathy after the first contact. Built-in follow-up, set up as an automatic procedure by your church, is a safeguard against apathy after that first contact. It requires time, energy, and imagination - as does all church promotion. But it does not require a lot of money.

#15 CONTACT TIME WITH MEMBER

In some churches there are touches with members and prospective members by phone, mail, or individual contact. It is during the personal contact time that these individuals sense your caring attitude towards ministry. This time can be used to strengthen the human bond and the spiritual bond. It can be used to learn what the individual wants and needs so that you can be of better service. Taking the time to do life together is a great way to begin to touch and reach individuals for Jesus Christ!

Perhaps you can learn from your contact about other people who ought to be going to your church. Letters to them could prove fruitful, especially if you can mention names. Get permission to use the individuals name in such a letter.

The underlying idea of contact time with individuals as an outreach tool is the foundation of high-quality ministries: you do everything you can to provide your members and contacts maximum satisfaction, consistently improving your service and ministries. With this as your goal, you will convince prospects of your dedication to excellence whenever they spend time with you.

If you understand this, it will not only improve the quality of your ministry, but it will help your ministries promote it during times that are unrecognized as promotion by non-church marketers.



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#16 SAYING HELLO AND GOOD-BYE!

You can catch the attention of perspective people with no investment if you know how to say hello and good-bye to prospects, members, and even total strangers. Smile, look the person directly in the eyes, and mention the person's name. If you are saying hello or good-bye by phone, do all but the eye contact part. People love being treated like human beings with minds and feelings. Among their favorite things is the sound of their own name. If you don't know it when you say hello, learn it, and then by all means use it when you say good-bye.

Ask yourself how many people you have dealt with last month who smiled, looked you in the eye, and said your name when they said hello or good-bye. If you are like most people, the answer is between one and zero. You can be sure you will stand out if you bring the practice to life. It is human nature that people enjoy worshipping with people they like. They will like you more if you smile, look them directly in the eye, and mention their name. It will make them feel special. It will prove to their unconscious mind that you will always treat them specially. So they will come back to worship with you. They will feel comfortable recommending your church to a friend or associate.

I know it is pretty easy to hear me teach how to say hello and good-bye! But it is a tough task to make certain that all of your staff members, ushers, greeters, program personnel, and members understand the wisdom of this promotion by warm human contact. You have got to take the time to explain it, demonstrate it, and train people to do it. Some may balk because it means a smidgeon of extra work. But it is still worth your time and effort to be sure the phone is answered with sincere friendliness, that each person who enters your church or professional staff offices is made to feel like the most important prospect ever, and that prospects are nurtured, loved, treated with special handling.

The essence of Church marketing is the expenditure of time, energy, and imagination rather than the investment of mega-dollars. How you say hello and good-bye takes little of any of those, yet it is a wonderful opportunity to practice the human kindness that is part of church marketing.



#17 CHURCH NAME AWARENESS

Many church growth proponents state there will be so many churches in which to choose from you will have to develop your own name awareness in order to succeed, and then make people aware of that name. If you are a faithful church marketer, you would want that awareness regardless of what any church growth proponent says. Name recognition or awareness equals credibility. Awareness of your church usually means confidence in it, and confidence is the key to healthy expansion.

How does a church achieve name awareness? It achieves name awareness by continuous repetition of their name. This repetition can come via regular advertising, Web site advertising, constant exposure to a sign or billboard, consistent mailings, repeated stories in the newspaper or in other Medias such as Facebook or You Tube, or a combination of these. This repetition not only results in name awareness but also penetrates the unconscious minds of prospects. No wonder so many first time visitors come to a church that their neighbor, work associate, or friends say they heard a lot about and that it is a good church.

Frequent exposure to your church name breeds a sense of awareness that puts you almost into that lofty category of friend. It results in what is called "top-of-the-mind awareness." Name awareness of the highest quality is a lasting awareness. A person can read your ad, and then be aware of your church name for a week or two after reading it. After that, if they do not hear your name, chances are they will forget it. One thing I learned as a church planter in this area is that repetition reduces resistance. Name awareness goes a long way.

The key to church name awareness comes with consistency. It is obvious that the more a person hears or reads your church name, the more aware he or she will be of your churches name. Awareness does not automatically lead to people joining your church, but if a person is going to attend a church, you have got a whopping advantage over any church of which they are not aware. Church marketers aim to gain name awareness as well as church benefit awareness. If potential prospects know your name and the benefits of participating in your church ministries, you are in excellent shape. This awareness takes time, but is always worth the wait.



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#18 TRAIN YOUR GREETERS WELL!

Have you ever visited a church where no one tried to welcome you and despite your efforts to connect there was a reluctance to connect with new prospects? I have! When I moved to where I live currently, we visited several churches which were anything but friendly. One church we visited actually allowed us to attend study group, sit in the worship area, and participate in worship service without anyone coming by to say hello! Needless to say it was a rather empty feeling and we did not return.

When new people come to your church they are in need of someone who is able and willing to provide information. Greeters ought to be able to tell visitors where their study group meets, who on staff could assist with any ministry questions, and where to take your kids and youth. Training your churches greeters well is a must for a church to connect with potential prospects that are visiting your church. By providing helpful people in the key strategic areas of entry for your worship center, it will prove helpful for those trying to sense God's leading for a place to call home. A lot of these decisions today have little to do with the lead pastor's preaching and much to do with a feeling of connectivity to people similar in age and station in life. Greeters are the most strategic people in your church to assist with this connectivity. When they make a good first impression for your church, newcomers feel at home and begin to look for things they like about your ministry and seek to connect the dots of their needs with the offerings or your ministries.

Churches everywhere ask for volunteers to fill these positions but few actually take the time train these willing servants. It is unwise to assume that the greeter will catch on to his or her job so no training is needed. Teach them how to connect with those who do not know how to navigate your facilities and need information about your ministries. Go back to the earlier suggestions in this booklet and teach them how to say hello and good bye. Assign someone to meet weekly with these volunteers to give them any important information about the day's services so they will have all the timely information that might be needed. Keeping them informed helps them provide great service to your guests and give them a sense of just how important they are to the work at your church. I personally believe they are some of if not the most important people who lead in your church each week. Even above the preacher! If you do not have a greeters ministry start one today. If you have become lax in training renew a vision for equipping them for the days ahead.

#19 DO NOT FORGET PARKING LOT GREETERS

Just like greeters in the church are important so too are a host of parking lot greeters. Much of what has been said about greeters could be said here as well! If you serve in an area where it is cold and ice often accumulates in your parking lot having a host of parking lot attendants will assist people getting in and out of their cars and safely into the church. For the first time visitor the total experience begins as soon as they pull on to your parking lot! Assisting and welcoming people as they drive on to your parking lot is a great way of connecting. Often a new prospect will drive on to your property and then begin to get nervous about what to do next. Having cheerful parking lot attendants can alleviate this fear and provide the guest with the information they need. Waving, and saying hello while directing the guest to a special parking area helps the guests to feel welcomed.

Just like you should meet each week with your greeter at the doors of your church, it is wise to do the same with your churches parking lot attendants. During holiday events you can even offer warm cider, tea, or coffee to these guests while you walk with them into the reception areas. If you are doing an evening event, having thoughtfully placed bring lighting around your parking area will allow the older prospect to feel welcomed. Remind the lot attendant to smile as much as possible and remain positive and friendly.

If you are in an elderly area perhaps offering free valet service would be an excellent way to show your appreciation of potential prospects. The whole idea is to present such a positive feeling in the church that the guest senses it from the time they pull on to your property until the time they leave. This positive feeling gives a quality that most churches just simply overlook. On the way out of the service it is just as important to have these greeters operating as it was getting them on to our property. If you can swing it having police assistance directing your departure greatly aids in the experience.

#20 PUT A LITTLE ZING IN YOUR BROCHURES

Churches waste much money and time because there has been no single source of information for the many facets of brochure planning, writing, layout, and production.

The Church Brochure: Possibly the Pastor's Most Effective Professional Tool

In designing a church brochure, a few basic questions must be asked:

- Who is your audience (your intended audience)?
- What are you trying to say (image and purpose)?

You must plan the brochure in terms of the church's markets (young adult, baby boomers, senior adults, etc.) and then make certain the contents are organized and presented to provide the information the prospect seeks. A brochure is a service to the community. It is a reference for individuals and families seeking further information about your church. A brochure is not an advertisement. Among other things, a church brochure explains the inner workings of the church with language and illustrations that are understandable to any individual who might read the booklet.

A brochure can help the church in the overall outreach efforts in a least seven ways:

1. By building prestige.
2. By reinforcing the church's story
3. By simplifying oral presentations by visitation teams.
4. By building confidence.
5. By saving a prospect's time.
6. By reaching absent or distant prospects.
7. By serving as a continuing reference and reminder to the prospect.

The church brochure may also serve as a calling card. As a inexpensive personalized calling card, the brochure acts either as an attention-getter or a reminder, depending on whether the prospect receives it before or following a visit.

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A brochure is never a substitute for a personal visit. It is not intended to get a church member by itself. It is effective as a tool to generate enough interest in prospective church members to cause them to call your church for a personal meeting. Since the brochure merely introduces the church to individuals, it should project quality rather than quantity. Long-winded, many-paged brochures are usually counterproductive.

A brochure should contain a theme and a message for readers. Ideally, the primary message will come through from scanning the headlines. The body copy, subheads, photographs, charts, and drawings then reinforce the theme.

Seven Main Elements of a Church Brochure

A church brochure has seven main elements:

Meaningful or provocative front cover. The cover is based on good graphics and design, and it may or may not use photographs.

Well-designed format. Be sure that there is imaginative use of paper, ink and contemporary design techniques: body copy no smaller than 10/12 point base, two columns rather than a type line more than 75 characters long, and open space.

Comprehensive graphics. Titles with active headlines and effective use of maps for directions add to a brochure's effectiveness.

Unstilted photographs and artwork. Keep pictures action packed; avoid "grip-and-grin" photographs.

Comprehensive text. Text should be highlighted with informative headlines and subheads and lively photo captions.

Tasteful merchandising. The church brochure should promote ministries, but always in a professional, tasteful, and balanced way.

Stylish printing. A creative, professional brochure reflects the importance of quality in your church's ministries.

Here Are a Few Suggestions

A simple, factual approach is best for the church that wants to use a brochure as an outreach tool, a direct mail campaign piece, or a handout as the close of the service. Here are a few suggestions that will help keep your writing on track. Church brochures should:

- Have dignity.

- Have quality.

- Have a professional appearance.

- Use an unusual theme or concept to attract readers.

- Reflect the good taste of the people who put it together.

- Use either horizontal or vertical lining.

- Be simple.

- Be interesting.
- Visually entertain the reader as well as inform.
- Use striking graphics.
- Use bold color.
- Use interesting paper with various textures.
- Have a carefully coordinated message and design concept.
- Accurately portray church life.
- Have a pictorial theme coordinated with the written message.

Types of Church Brochures

- General church brochure
- Sunday School brochure
- Discipleship Training brochure
- Direct-mail brochure or flyer
- “New-to-the community” brochure
- Church visitation brochure
- How-to-find-a-church brochure
- “Pastor’s Vision” brochure
- Revival brochure
- Youth ministry brochure
- Singles ministry brochure
- Children’s ministry brochure

Where Do You Start?

There are eight steps in planning and producing a church brochure. When you stop to think about it, they are a lot like steps you and your staff take when planning any major work in the church office. Only one person should be in charge of the brochure. Then broad objectives are expressed, and the target group is defined. Get these down in writing so the process will always have a clear goal in mind from the original vision or concept.

Remember that the brochure represents your church. Realize that while a brochure is not a substitute for personal contact, it might serve as the only representative of your church during those times that schedules cannot be worked out to have a one-on-one meeting.

Accentuate the unusual. Your church might have one ministry that makes it different than all the rest in the community. That would make an excellent starting place for a brochure. For example, “Sunday on Saturday” or “Sunday on Friday Night” could be ways to introduce your community to the Sunday school and worship services held on these nights. Plan to play up any unique or unusual specialties offered by your church.

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Eliminate the negative. People are hungry to know that someone cares. They are not interested in joining a fight. Lift up the good things our church does that will benefit their life.

Identify the public you want to reach. If someone says, “We want to reach everyone,” keep in mind that even Jesus started with a smaller specific audience and then, through the disciples, branched out. It is usually simple to zero in on the public you want to reach.

Start planning early. If the church brochure should be ready six months from today, now is not too early to rough out a day-to-day schedule. Allow plenty of time for writing, editing, photography, and printing. Start today, no matter what your method.

Complete all photographs. If you are creating a spring brochure and you live in the North, take pictures the previous spring to avoid looking foolish in print. You can buy pictures out on the internet as well for your brochures.

Set a budget. Make it realistic. Allow for some extra costs and give careful consideration to the quantity you will print. Get estimates for printing. This can be done by setting up a quick conceptual dummy to show printers.

Allow sufficient time for planning and research. Research for brochures continually. There should always be some brochure being developed. The approach should change to keep the community interested. Many churches use the same brochure or outreach packet they used two pastors ago. By keeping abreast of the fashions, layout modes, and brochure formats, you are way ahead. You can produce a brochure very quickly if research is always ongoing. Church brochures reach new audiences every time they are revised and reprinted. Therefore, just because certain aspects have been presented in previous brochures does not mean they should be dropped. A church brochure is not a newspaper with a constant requirement to drop old facts and add new ones. Sometimes just a change of colors spurs interest.

The Ideal Church Brochure

The most common faults found in existing brochures have to do with the planning of space and allocation of photographs or artistic illustrations. Here are of qualities that make a good brochure:

- Brevity
- Clarity
- Straight forwardness
- Plain talk
- Short sentences
- Short words
- Powerful use of color
- Restraint
- Careful theme development
- Expressed sophistication and style
- Simplicity
- Eye-catching cover

#21 ENTHUSIASM

Enthusiasm is one of the most powerful of all church promotion tools. (These tools can be discovered by downloading the *Total Church Communication Planbook* @ www.ChurchPlantingVillage.net) Enthusiasm proves beyond words that the program or service being promoted is worth getting excited about. It conveys an attitude that is highly contagious.

The contagion starts at the very top of church staff members. It then spreads to the rest of the professional staff, then to functionary staffers, and then to the membership. If your offerings live up to your enthusiasm, the prospects become members, catch it, and spread it to their friends. That enthusiasm is the energy that powers word-of-mouth advertising.

What is the cost for all of this positivism about your church? The cost is absolutely nothing. Enthusiasm is an ultra powerful motivator and it's free. That makes for a very delightful and profitable combination.

It is simple for me to tell you about the power of honest enthusiasm. It is also simple for you to convey the attitude to your staff. It is similarly simple for everyone in your church staff to be enthusiastic about a program, organization, ministry, worship service, or virtually anything on Monday morning - even a Monday afternoon. But it is very difficult to maintain that enthusiasm all day every day. It is extremely difficult to maintain it throughout an entire staff team. Still, knowing how strongly it influences success, efforts should be made to establish, then maintain, this enthusiasm.

How do you do it? You begin with high quality ministers, ministries, and missions - these conditions will inspire sincere enthusiasm. Then you take that enthusiasm to new heights with a staff and church leadership meeting or retreat. An enthusiastic person tells the staff and church leadership why he is so tremendously enthusiastic. The person's natural enthusiasm is a plus. Enthusiasm is then maintained by regular staff meetings each week where attitude can be uplifted.

Enthusiasm originates in the brain, but is conveyed by the heart. If you sense a lack of it, perhaps people do not understand what all the fuss was about at the outset. Make sure everyone knows and that they are as excited as you are. You can succeed with the other 99 tools, but if a church prospect senses a lackluster attitude on the part of the staff, all that effort goes for naught. Enthusiasm is the weapon that adds firepower to all the others - and just when it counts.



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#22 COMPETITIVENESS

Competitiveness means being aware of the brute force of church marketing and the singular advantage that comes to those who are aggressive church marketers. Constant improving of promotion and marketing is a sign of competitiveness. Every direct mailing tests another idea. Every e-mail blast seeks to draw people to your ministry. Every promotional effort is tracked. The Church Marketing Calendar is followed and sharpened each year. Paying this close attention to church marketing is a clear sign of competitiveness.

The best competitors do not react to what other churches are doing. They act in ways that force others to react to them. Competitiveness refers to an attitude rather than a personality or ministry. Many fierce competitors as pastors are soft-spoken, polite, quiet, unassuming, considerate, and friendly. They prove their competitiveness in their ministries, not in their words.

Their commitment to customer service through their church is what makes them competitive. They are patient, yet fierce in their dedication for growth. They do not recognize the concept of failure. To them, people never fail; they only quit trying. So these people never quit trying. They are anxious to call up as many weapons or tools as possible because they know this will benefit their prospective new members.

Being competitive is a nonstop job. It is never knocking your competition in the ministry. Our real foe is Satan not that other fast growing church, which is constantly keeping you on your toes. True winners continue their ascent, never letting up, always searching for new ways to promote the church. If you are not sincerely excited at the prospect of being able to use a multitude of tools, you are not really competitive enough to be a church marketer.



THESE ARE SOME FREQUENTLY IGNORED TOOLS:

#23 INVOLVEMENT IN ONES COMMUNITY

As I tend to remind you, people like to worship with friends. The more involved you are with the community, the more friends you will make. A deep and healthy association with the community is the key to many an accomplishment.

Your churches involvement can take many forms. In each, you must be sincere, lest you be perceived as insensitive. For instance, it is good to join community organizations, but it is ridiculous to join them solely to make contacts and not to work hard for them. It is good to sponsor athletic teams, but is stupid to attend no games.

Opportunities to promote your church through the medium of the community are abundant. Here are a few that come to mind:

1. Develop a promotion involving a local school or college.
2. Post you own sign or circular on local bulletin boards.
3. Offer your service to local charities as part of their fund raising efforts. Ask nothing in return.
4. Establish tie-ins with community businesses.
5. Support the local media- newspaper or radio - if feasible, and embed your church's name and benefits in the minds of the locals. Emphasize your localness in your promotion.
6. Organize community events such as 10K races, essay contests, or painting contests. Give a T-shirt to participants.
7. Drive through your community spotting other ways you can serve it, other entities with whom you can tie in.

Your community needs any support you can give it. While you are working at it, you will find loads of chances to make friends and develop prospects for your church.

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#24 SOCIAL CONTACTS WITH PUBLICITY CONTACTS

Why do you assume it's so easy for some people to create free promotion for their churches and so complicated for other churches?

The answer is in the name of this section. To attract publicity you must have news of interest to the readers, searches, or viewers of the media that will do the publicizing. But a fact of life is that you also should be personally acquainted with the media people in charge of selecting the stories to be covered- the more contacts you have, the more coverage.

Just who are the people you should know? Well, you can begin anywhere, but should end up knowing a full array of managing editors, religious editors, feature editors, business editors, and any other editor who deals with your field - be it youth, elderly, children, singles, etc., or whatever.

It also helps if you know the owner of the local or regional newspaper, radio stations, or community magazine. A simple lesson I have learned is the closer the contact, the more coverage.

#25 MEMBERSHIPS IN CLUBS OR ASSOCIATIONS

Many pastors secure all the prospects they need simply by joining civic clubs and social organizations. A few of the joiners belong to a plethora of clubs. Some join but one. A few of the joiners do little more than add their names to the clubs roster. Others knock themselves out serving the club.

A clear fact of life is that people socialize, worship, and help the community with people they like and are familiar with.

A FINAL NOTE: If you work hard to deserve to be elected to a high post, especially president of your club, it will increase your identity of expertise, authority, efficiency, and visibility to make a dramatic impact upon your church, possibly even your career.



#26 LEADERSHIP TRAINING

In my own experience, I have always seen a clear cause and effect between leadership training and leadership. The more you train, the larger the force. It's that simple. Leadership training should be repeated regularly. Church staff and volunteers should receive it by podcast, audiotape, videotape, in person, by role-playing, and in seminars. Eighty percent of the church membership produces only twenty percent of the outreach and can learn a lot from this training.

Leadership training should attempt to convey a sense of enthusiasm. This generally occurs when the leadership learns the utmost about their church and ministries. Leadership training should never fail to discuss these ministries in detail. The more a member knows, the better he or she can be effective in promoting the church and its ministries.

Keep in mind that all training must be top flight. In summary there are four points about leadership training. They are:

1. Keep it clear.
2. Keep it interesting.
3. Relate it to each church leader's situation.
4. Keep it up.

#27 BOOKS AND ARTICLES

As all church promoters well know, the more credibility you have, the more confidence your prospects will have in your ministry. Of the many ways to gain this confidence, one of the least costly and most enjoyable is writing books on your topic of expertise, or if you wish to take a shortcut to credibility, writing articles for various magazines and newspapers.

To do either a book or an article requires three things from you:

1. Researching the material to be covered.
2. Organizing the material to be written.
3. Writing the book or article.

A fourth effort is usually required, that of publishing your book or article.

I have had the good luck and providence of God on my writing of not only gaining the credibility of books and articles. Maybe it will work out that same way for you. Your prime goal is to prove your expertise by penning a published work.

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Gold medal pastors use their published works as solid tools in their church marketing arsenals, including reprints of their articles and offers of their free books in direct mailings. The lives of these tools are long and productive and the rewards often far transcend mere financial gain.

#28 WORKSHOPS, COURSES OR LECTURES

To launch yourself as a person of influence in your community, consider giving useful and helpful workshops, courses or delivering lectures on various topics of skill. While I was a pastor I did a yearly *Church Growth* conference for area pastors, a *Small Group Leadership* Conference for laity in our community, an Ushers and Greeters Training seminar; a *More than Graham Crackers* Preschool Conference; and a few selective courses such as deacons training and church promotion workshops as well.

Many community colleges and university extension systems would love to have someone teach a course the school does not offer but that would be of interest to the community in general. Consider doing this once your education is finished.

Additionally offer your services to clubs in your area as a speaker. (Notice I said speaker, not PREACHER in this instance.) These clubs meet regularly and often engage the services of a speaker. If you offer your services free - and your topic is of interest to the audience - you can engage in pure church marketing. Spend zero while wooing many.

There are five important points to remember if you are to offer workshops, courses and lectures on your topic. All five are tied for first place in importance. Let's examine them:

Do not use your teaching forum as a place from which you may hawk your ministries or services. People are there to be told not sold. So - sell nothing; simply give great and valuable information away for free.

Do not attempt to lecture or give a course unless you are a clear and dynamic speaker. A boring speaker can turn off as many people as he can turn on. As always, quality counts; if you offer it, your audience will assume your ministry offers it.

Use visual aids whenever possible. PowerPoint's, video illustrations, YouTube, Facebook sites all work well to carry the audience forward with your presentation.

Give your church phone number, verbally and visually, so that people can contact you for further information. If you really are good while you speak, they will. I usually put my Facebook Group on the bottom of my presentation as well as my websites.

Always think in terms of your audience - not your church or yourself. Knock yourself out giving that audience important and mysterious data so as to understand your expertise and to please the audience. Under promise and over deliver is the best way to provide service for those who invite you. It is remarkable how others will discover you are a good presenter and invite you to their groups to work with them.

It is possible to promote to thousands of people through workshops, courses and lectures without spending one cent. I've been doing that since I left seminary. If you teach workshops, courses and give lectures on your field of expertise, use audiotapes of your presentations as a marketing device. And milk your expertise for all the PR you can.

#29 GIFT CERTIFICATES

If you think that gift certificates are the devils domain and nobody else can use them profitably for the Lord, you are not a true blue church marketer. More and more pastors are learning that gift certificates work in virtually any place. And they work especially well in where gift certificates have not ever been offered. The reason for this is that offering gift certificates plants ideas in the minds of your prospects and in the minds of their friends.

#30 TESTIMONIALS

Testimonials are used less than they ought to be, yet they are far more effective than many people think they are. You can use testimonials in a variety of amazing ways. All are effective. All are inexpensive. One way is to make copies of the testimonials and make them part of a church community mailing package or a new visitors packet. Another way is to use the testimonial, or part of it in an advertisement. The third way is to post the actual testimonial letters within your web space, Facebook, fellowship halls, and church visitors' center. A fourth, and quite common, way is to publish several of the testimonials as part of a prospect brochure.

Testimonials lend credibility to you and your churches ministries. Prospects want to hear from satisfied people who are attending your church. When you ask a member to share a word of encouragement about the ministries at your church it goes a long way. It first sends a word of encouragement to the membership that they were asked to participate and share about the great things that are going on in your ministry. Additionally, as prospects hear about what God is doing in those sharing the testimony's lives they also will look at it as a strong statement in their lives for consideration of your church to become their church.

One way we have used this very effectively is by making a "Welcome" DVD for new visitors with several of these recorded live in our studio and a closing challenge from the pastor.

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When you consider the rise of reality shows on television today, it is not surprising how powerful testimonials have become. When you think about the church testimonies work by showing other everyday people how others have found God's love and overcome challenges within their own lives. Consider asking someone to give a testimony monthly and use them to assist your other areas of effective communication by using them more than once. Your other publications and audio offerings will be greatly strengthened as a result of using testimonials.

#31 TIE-INS WITH OTHERS

One of the most rewarding, inexpensive, under used and effective methods of church promotion is to tie in your church marketing efforts with the efforts of others. You can discover a whole world of tie-in possibilities if you walk the commercial streets in your community, drive through the neighborhoods, study the local newspapers, peruse the yellow pages, or simply watch the local media. If tie-ins are on your mind, tie-in possibilities will appear all over the place. One church helped sponsor a yearly road race that went right by the front of their property. Another helped out in the New Years Eve First Night festivities by opening their church as a place for parking, hot beverages and refreshments. They also provided a one act one man play that was offered every hour on the hour for 45 minutes and people came and went as they were led throughout the night. One church sponsored a yearly whitewater rafting trip so they could be tied into the assistance of helping the community hospital efforts. All it takes is viewing your community with a looking eye towards discovering useful tie-ins with others trying to make their community better.

Another benefit of utilizing tie-ins is that they help move your church away from being inwardly focused. Ask yourself how many events during the year at your church are focused around reaching out and connecting with others in the community conducting an event. Many churches discern they are so inwardly turned that it startles them to admit and discover they are only focused on themselves. Check out the community events calendars and begin to learn about ways your church might participate and become more involved in the community.



Here is an example for an easy connection. Many churches are becoming involved in creating their own cycle clubs or car clubs. Perhaps a better solution is to get your member involved in those that already exist in your area.

Another way to get involved is to find something your church can get behind and rally your people to assist you in supporting this cause. As you connect with them you will discover they might want to connect with you!

#32 HOURS OF OPERATION

Many people today work seven days a week eight hours a day. Others work from nine to five. Far too often the church of the 1990's was a church that was open when most of the populace was still working. This is especially true in the metropolitan areas. Does this make much sense when viewed according to the great commission? Not really!

A greater number of our churches today are becoming enlightened to the nonsensical hours they have been open. A lot more churches are beginning to develop services that reach these people that can't worship in the traditional schedule that Americans have been accustomed to.

The most prized possession of the majority of Americans is their time. You ought to know that by now. They even desire worship services and ministries that are convenient to their schedules.

#33 AVAILABILITY

This is a lot like access to the senior pastor and staff I will speak to in a few moments.

#34 ACCESS TO THE SENIOR PASTOR AND CHURCH STAFF

So much should be said about availability and accessibility to the senior pastor and church staff. Most senior pastors constantly remind their staff of the need to be available to people and then turn around and lock their own doors. This is such a shame for the church and for the pastor. In one study of senior pastor in our convention, their staff members reported of the great need for senior pastors to become people persons. One staff member asked me during one conference whether I was this open when I was at home. I assured her I was and then reminded that the church will only be as open as the senior pastor and staff. If the senior pastor is a recluse, so will the church be as well.



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#35 CREDIBILITY

Prospects won't participate in what you are offering, if you don't have credibility. You know how important confidence is. To earn it, you have got to be aware of your "metamessage" - the unstated, yet powerful communication in your church marketing materials. It's the look and feel of your promotion.

You can begin your quest for credibility with church marketing tools such as name, your logo, your theme line, your location, and your interior decor. Gain more credibility with your stationary, business card, package, brochure, employee attire, and advertising - both what your advertising says and where it appears.

Increase your credibility with professional telephone demeanor, neatness throughout your church operation, caring heart-felt service, regular and consistent follow-up, and community involvement.

Word-of-mouth is heavy artillery in the encounter for credibility. The most certain avenue to credibility, along with quality and service, is not a shortcut, but a long cut. It is commitment to a church marketing program, then consistent execution of it - week in, week out, month in, month out, year after year after year. By doing this, you are proving your credibility beyond the power of mere words.

Prospects equate consistent church marketing with credibility. Even people who have never met you or your church will believe in you and have confidence in you if they ever need you. Do you understand? Even with credibility you have to convince folks that they need your church. It is interesting to note how much credibility you can gain without advertising. Advertising is a big help, but the real credibility will come over time - if you have the quality to back it up.

#36 SATISFIED CHURCH MEMBERS

When compiling a list of the church promotional tools, I often wondered which was best. This is it. The best not only costs you nothing, but it also earns you a great standing in the community. There are few if any church promotional tools with the power, cost effectiveness, and economy of satisfied church members.

Here are the main reasons they are so helpful:

Satisfied Church Members have a wonderful way of being transformed into repeat advertisers.

Satisfied Church Members have a delightful manner of obtaining referral outreach prospects for you.

Naturally, these two blessings do not naturally occur. You have got to earn them. Gain this control by providing brochures to your satisfied members, thereby putting the proper tools in their hands.

Successful church marketers spend 10% of their church marketing budget talking to the universe in general; they spend 30% talking to prospects; and they spend 60% of it talking to satisfied church members.

#37 WORD-OF-MOUTH

Very few churches can prosper in the real sense of the word using only word-of-mouth marketing. Fewer still can be launched with so unpredictable a church marketing medium.

Word-of-mouth will become perhaps the most effective of the weapons if you provide consistent quality, top notch heartfelt service to families, conscientious follow-up, and an unblemished reputation.

The larger your church membership, the more possibilities you have for word-of-mouth referrals. The local church can do several things to increase your word-of-mouth marketing so that as little as possible is left to chance. Consider these options:

Create brochures to be given to those new members only. By getting the right words into the right mouths at the right time, you have created an effective outreach tool. Give those brochures to nobody else.

Write a letter to new members asking them to talk up their church with their friends. This works surprisingly well.

Share one of your please?

Share one of your please?

Favorable word-of-mouth spreads slowly - unless you do something about it. Unfavorable word-of-mouth spreads like wildfire. One person is responsible for twenty-two other people hearing about the bad experience. And that is just the average. The big mouths in yours and many other churches tell even more people.

The most successful church marketers gain word-of-mouth marketing only after several years of aggressive promotion on other battlefields: advertising, direct mailings, etc. Only then can you cut back on your church promotion budgets and watch the referral from your membership flow in.

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#38 PUBLIC RELATIONS

There are two wonderful things and two terrible things about public relations. Let's start with the wonderful:

1. PR gives you loads of credibility.
2. PR does not cost you a dime.

Then, let's move on to the terrible:

1. You cannot repeat PR as you can ads.
2. You have no control over PR. You have No say-so whatsoever.

Although news you generate about your church may be read in the daily paper, heard on the radio, and seen on television, the cost for that publicity, sometimes to millions of people, can be as low as zero. On the other hand, if you hire a PR professional such as a George Barna, it could run a few thousand per month.

It is possible to create your own PR. Here's how: Do or create something newsy for the media. They want fascinating news as much as you want free exposure. Provide that news, along with a publicity release story, a fact sheet, and a black-and-white glossy photo, to the appropriate people at the appropriate media. Find out who they are from your reference librarian or hire a professional. Keep writing, phoning, and even showing up. Invite them to dinner. Invite them to breakfast. PR pros are on a first-name basis with these folks. They know that the secret is, after good solid news, the right contacts along with enough determination. They have got both. If you don't, hire a PR pro. You won't be sorry.

If printed publicity appears, make reprints of it and mail it all over the place. Blow it up, frame it, and put it where the maximum number of your prospects can see it. Turn it into a mailing piece. Milk it or it will dry out on its own. A cardinal promotional sin is failure to reprint publicity.

Public relations consist not only of media coverage of your church but of all the relations you have with the public. This can include special events, festivals, homecomings, etc., the list is limited only by the expanse of your imagination.

The two biggest mistakes you can make in Public Relations are:

Having your publicity appear prematurely - before you are ready.

Thinking that a powerful Public Relations effort is all it takes to succeed at church marketing.

The real skinny about PR is that without a publicity contact of your own, or a slew of them, you have got only a tiny chance of garnering the free publicity you seek. The way of the PR world is that, if you have got a contact, you will get the coverage!

#39 SEND OUT NEWS AND PRESS RELEASES

Many a church event has fizzled simply because of failure to get a press release out in sufficient time for it to be used by communications people and places. Often this happens by those leading the event becoming so overwhelmed that they forget to delegate this effectively. If you are doing something special you and your church wants to get information out about your special event. This does not need to cost you anything. There are local radio stations and newspapers who will add you to their weekly here's what happening column.

It is worth the time to learn how to write press releases and radio event updates. If you are not able to do it you need to find someone within your church who will make this their ministry and get them started right away. Did you realize that over 50% of what is in most newspapers is generated because someone sent in news release?

Here are a few ideas:

Remember to include your churches name and your contact information as well as the “who, what, when, where, why, how” of the activity.

New people need friends also! Get to know them, minister to them and pour your life into them.

Politeness pays off every time. If you mess up on a press release don't criticize the media.

You will never get back in print or on the news.

Strive for ways to become newsworthy! Community interest is their goal so work towards helping them with that effort.

Remember there is no such thing as off the record!

Begin discovering who the players are in your area and work towards connecting them to what is happening in your ministry.



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PRESS RELEASE

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#40 TIME YOUR SPECIAL EVANGELISTIC EVENTS

There are three reasons church marketers profit by promoting the church through special events:

Their best prospects tend to attend these gatherings.

They frequently generate free media coverage if the event is special enough.

They strengthen their relationships with their prime prospects, setting the stage for prospect loyalty.

Special Evangelistic Events take a multitude of formats, from Wild Game Banquets to Thundering Thursday's. Imaginative church marketers create special events, at which the above three glories are bestowed upon them, by developing such events as:

- *Clinics on features and benefits of new ministries
- *Seminars and workshops right on the church premise
- *Presentations by experts
- *Celebrations or Homecomings
- *More Than Graham Crackers II
- *Contest for Kids, attracting local TV stations
- *Appropriate awards and presentations.
- *Thundering Thursday's
- *Concerts (Sunday Night In Christ' Kingdom) SNICK

All of these special evangelistic events have the possibility of attracting prospects, coverage, and converts. Perhaps you will go all out to ensure the success of these events by advertising them in the newspaper, or in the electronic media. One church even rented a search light to shine above their summer midnight baseball league.

Special evangelistic events are part of a brilliant church outreach plan. They are planned at least six months, often years, in advance. As a church planter and pastor, I planned, schedule and book my special events at least eighteen months in advance. At the time of writing this individual section I'm booked to be a part of a church's special event some two years from today.

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You might want to plan events as frequently as quarterly or as infrequently as every two years. Twice a year is a good target for most churches to start with.

Be sure you concentrate on getting media coverage - especially from the local newspaper, because although the event will last a few days or hours, reprints of publicity can last forever in your other church marketing and promotion materials.

#41 ACCESS TO MARKETING MATERIALS

Churches seem to make one of two common errors in the production of their church marketing materials: either they over spend on glitz and frills or they spend too little, conveying the identity of a shoddy and unprofessional church. Both are wasting precious money.

Of all the methods of communicating with professional, intelligent, well-conceived, and often brilliant marketing materials, the least expensive is the obtaining of the marketing vehicle materials you will need at little or no cost.

All of the marketing materials to which you may have access can be imprinted with your name, logo, theme, address, phone, and in many cases your own special message.

Some ready access materials include:

- *Brochures
- *Newspaper ad slicks
- *Newsletters
- *Signs of all types
- *Direct mail components
- *Display materials



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#42 COLUMN IN A LOCAL PUBLICATION

There are many newspapers in your locality - from metropolitan region to neighborhood. There are also in some communities newsletters as well.

Offer to write a regular column for one of the newspapers, if that is what your community reads. The best publication in which to advertise is generally the best for which to pen a column.

Don't ask for money for your column - which should be weekly or monthly. Instead, ask to be given a byline at the top of the column, plus a sentence at the bottom that identifies your church and gives its address and phone number. Even getting one or two of those three isn't bad.

You will be surprised at the willingness of the publications to publish your column regularly - as long as it is interesting for the readers of the paper, as well as informative and well written. If it is good enough, it could be published in more than one publication.

If you're not a good writer, but have a great subject consider using a co-writer from your church membership. A column will establish you to your prospects as an expert, an authority, a source of news, a person in whom they can be confident. And a column can do this without costing you one red cent.

Better still a column can give you several chances for reprinting them and enclosing one in a bulk mailing. Remember these columns must do absolutely no touting of your skills or ministry, but provide food for thought. Give solid data that is clear and proves beyond words that you are the church with which to worship. Let your ministries tout themselves.



#43 MINISTRY DISPLAYS IN THE "VISITOR CENTER"

Because so many decisions are made in the unconscious part of the mind, ministry displays are powerful tools in triggering positive reactions. The POP institute in their last report on American decisions states that seven of ten decisions are made right at the point decision, emphasizing even more the crucial importance of ministry displays.

These ministry displays should clearly present the ministry, along with a message about the ministry directed to prospects within the church doors. The use of a "header card" (a message placed above the display) should tie your ministry or program current outreach promotion theme. Additionally it should tell the prospect exactly what to do to become a part of this ministry or program.

Ministry displays must always look neat, but should never be completely full. Studies show that most Americans will not take even a free information card if it appears that no one else has either. It is always a good idea to arrange your ministry displays so your program appears at eye level.

When using a bin, do what you can to have it located near the front of the church doors. This aids in people being willing to look at your material. Location of these displays is even more important than an organized display. But neither factor should be neglected.

The display should be colorful, clean, and brightly illuminated. It should be straightened out frequently to look neat. The typeface used in the message should be clearly readable from a distance of ten feet or more. Do not forget the ministry displays should be designed not only to focus the attention of people near the display but also to attract the attention of those far from the display.

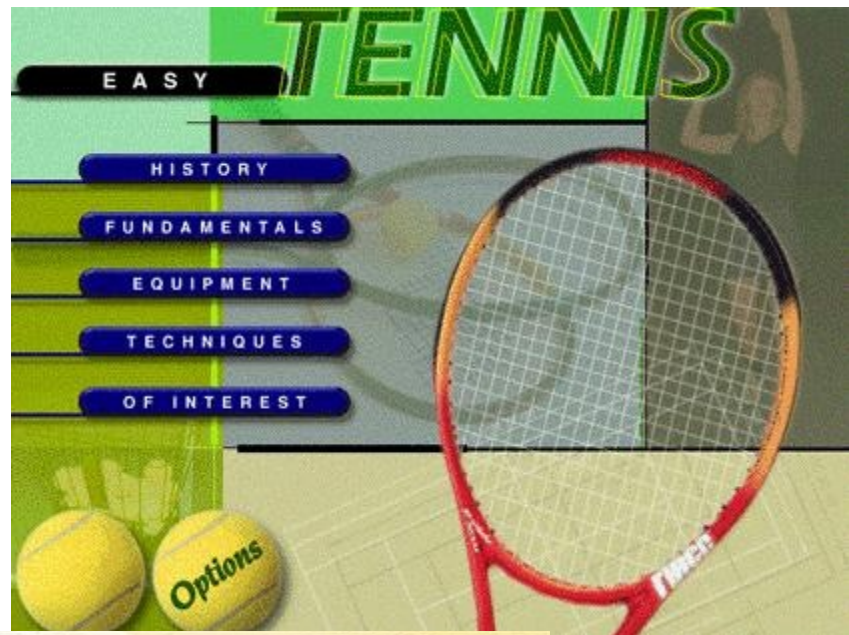
Moving displays work better than stationary displays because of their ability to attract attention. Rotating displays enable you to present the maximum number of programs and ministries. Another great one that works in many churches today is the video monitor placed high in a corner playing a continuous loop videotape at the display center. The use of video avails you to the state-of-the-moment display tools.

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#44 DEMONSTRATIONS

Few church marketing tools are as powerful and convincing as demonstrations. You can perform these at the prospects home, in the prospects office, or in the church.

Demonstrations can often extinguish the harshest objections.





#45 REFRESHMENTS

One quite surprising finding was when I noticed in a small business firm ten years ago in their marketing plan the word refreshments. Today it must have paid off because they began a food service company and they are very successful. I bet you dollars (what you'll spend) to doughnuts (what you will serve) that you will never see this word appear in any pastor (except mine perhaps) church marketing plan.

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#46 CONSULTATIONS

Along with demonstrations, and free workshops or seminars, free consultations are one of the most cost-effective weapons in a church promoter's arsenal.

They prove your expertise; they help you establish a relationship; they give your prospect the closest idea of what it would be like to participate in your church ministries. Best of all, they do this a minimum risk to you with very little out-of-pocket expense, if any.

One of the most winning aspects of free consultations is your ability to offer them - in your brochures, mailings, or ads - "without charge", a phrase with enormous emotional impact.

#47 ATTIRE

In growing numbers, people are coming to understand that attire influences human behavior. While navy blue signifies authority, brown shows a lack of sophistication. While black shows almost too much power, red calls a great deal of attention to the wearer. Each color puts forth its own message.

People wearing the most chic and up-to-date styles often draw interest away from their primary topic, unless that topic is fashion. When in a dilemma about how dressy you should be, always tend to be more formal than more informal. It's much easier to dress down a bit than dress up a bit. Churches today are working through this area and yet there are growing churches where the leaders dress very casual and growing churches where a suit and tie is in order. The key is not to force your preferences upon a community that does not share the same. The dignity and good taste of some apparel is instinctively transferred to the ministry or church service.



#48 ATTENDING TO THE ANDREW'S

When developing a solid church staff, careful attention must be given to one particular quality that will be a solid tool in your church marketing magazine. This is the quality of an Andrew. Andrew's as we see from scripture, have a deep commitment to personal evangelism and to winning people to Jesus.

Any first rate Andrew has five things in common:

1. They love to witness.
2. They really enjoy people.
3. They have a sincere and high degree of enthusiasm.
4. They know their methodology and their prospects.
5. They believe they will win every witness opportunity to the Lord.

These Andrew's inspire confidence. They speak well, use gestures, smile, and engage in eye contact. Although the great Andrew's have this gift from the moment they are converted, one can also teach people to be Andrew's. May your church staff be blessed with many of them; it is often overlooked by many leaders.



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#49 REPUTATION OF THE CHURCH AND ITS MEMBERS

Church reputations are a whole lot easier to tear down than to build. It takes years to build a reputation, but mere days to destroy it. One way to destroy it is by developing within the church an attitude that says to the visitor that they are not wanted.

When I arrived at my last church there was a poor attitude towards visitors. They could not understand why they had only two to five visitors each and every Sunday. After we dealt with this attitude it is not uncommon to have forty visitors present on a given Lord's Day.

Another thing that could hurt your church is poor quality in all that you do. I have seen church brochures that could be used to catch paint not to minister, bulletins that should not have been printed because they turned every visitor away from the ministries of the church.

Poor word-of-mouth spreads faster than wildfire. If one person has a bad experience with your church, an average of twenty-two others will hear about it. Thirteen percent of the people spread the bad word to forty more people. You may have spent ten years building that church's reputation, but it can become irreparably damaged by one unpleasant incident with one person. Be careful! Your church's reputation is one of your most precious assets.

You build a successful reputation in a variety of ways. Let's look at a few:

You reprint your advertising and include them in your future mailings. The result is instant credibility, which equates with reputation.

Your church is a consistent advertiser, using the same media and running ads that inspire confidence in your prospects.

Your church bends over backwards to offer the ultimate in convenience for your worshippers. This means: hours of operation, efficient phone service; days services are held; and a deep respect for the visitor's time.

You write a column for a local publication, give seminars or workshops, or publish a newsletter for your members and prospects.

You make sure that everyone of your staff, volunteer or professional, reveres prospect relations as much as you the senior pastor does. If prospects respect and love ends with

you, your reputation is in danger. Everyone must feel it! Everyone must show it! Even on Mondays and on Wednesdays!

By constantly putting those principles into practice, you cannot help but develop a healthy reputation. Churches with good reputations rarely surprise their prospects. They are known quantities and that is the foundation of their reputations. People know, trust, and frequent these churches. Begin immediately to do what you can to earn the kind of reputation that leads to repeat visitors and in time new members for the Lord and His Church!



#50 USING VIDEO ON FACEBOOK OR YOUTUBE

THE NEW EVANGELISTIC OUTREACH TOOL

Is a video worth a thousand brochures to your church today? Churches and ministerial staff everywhere are continually searching for new ways to promote their church and their programs, seeking methods that will increase membership participation and improve their ministries. The most recent tool in the church marketing department repertoire is the video - that is the sound and image combined in one small DVD to inform, influence, educate, entertain, and ultimately, bring people into your church. This tool has been used by secular businesses and organizations. Our thanks are owed to our friends north of the border. Today, Canadian Churches have incorporated the video brochure into their outreach efforts. It has become a powerful new form of direct response advertising in which it is possible to carry a visual message into the home that is specially tailored for the individual.

Video is becoming the new church brochure format. Video brochures and direct mail form a single integrated promotion tool that taps into the inherent strengths of each discipline. In some instances churches are replacing existing brochures and ministry pamphlets with video tapes which are then being circulated around to help explain their ministries. Church Video Brochures can penetrate before other churches in ones area have a chance to respond. Then most who are even able to respond, will not be able to develop their programs and ministries for the prospective worshipper, like those who use the Video Brochure format.

After you have recorded your video remember to utilize new and existing avenues for uploading to reach your community. Utilizing Facebook and YouTube are tow great ways to connect via home pages or community forums.

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TAKING THE MESSAGE A STEP FURTHER

Video tape takes the church's message a step further than the everyday brochure. Advertising has become an acceptable communications tool in many of the more progressive churches today. From watching the video, people interested can get a good feel for who the church is and also learn more about the philosophy of the church and its ministry and programs. Incorporated in the video can be endorsements by families of various age segments, young, youth, children, young married couples, middle aged couples, and senior citizens. All can use the video to help promote the church by sharing just how God has touched their lives through the use of this local church ministry. Remember this important point. When you can see and hear a person make a positive endorsement about a church and its ministry, it is a highly effective tool.

A NATURAL NICHE IN OUTREACH MINISTRIES

Church Videos Brochures have also found a niche in outreach ministries. Churches are beginning to use this tool as an effective area of evangelism by having at the end of the video an actual Gospel presentation by the pastor or one of the professional staff. People can be witnessed to and shared with without leaving their actual homes. In addition, a video can give a concise overview of the long term ministries that the church seeks to develop.

For those churches with large advertising and promotion budgets, a video can be developed to be used as a direct mail campaign going along with one of our simultaneous revivals throughout our convention. The church simply can send tapes to people who have expressed an interest in the church.

In addition it has been found that a letter or brochure, no matter how cleverly done, does not always get to the person or prospect we want to reach. Video is a new kind of package for a church's ministry - it arouses the prospective member's curiosity factor. And by tailoring the video brochure package to the target audience, the odds are much greater that the person who makes the decision for where they will attend church will receive and enjoy the tape. A video brochure package is not considered junk mail. Somebody is going to review it and talk about it. Video has a high perceived value in our homes today.

THE COST OF PRODUCTION

Some of you may argue that the cost of producing a video is too high compared to that of printing a quality four-color brochure. But I'd like to remind you that instead of considering the production and distribution costs, it might be easier to look at the cost per unit per member brought into your church. For churches that are using this ministry, the results have been quite good. One thing they have shared quite often, if you can afford it, is actually to leave the tape and give it to the individuals. But if your budget is not able to handle that, it might be well worth it to produce 200 videos and use them as circulating throughout the community, or 500 videos and keep it in a long term effort.

Think of a video introduction that could help provide a perfect invitation for your prospects to visit again into your church. In addition to a brochure, maybe a Sunday School Information Brochure, maybe the Pastor's Vision Brochure, a Church Video Brochure can be a great addition and also augment your outreach materials as the centerpiece. Excerpts from your youth choir, excerpts from your Sanctuary choir, excerpts from different sermons from the past or different programs in the church family can be segued and imparted throughout the video so that a total picture is given and really becomes the centerpiece of your outreach promotions. Video is positive and it can help increase the visitor flow ratio into your church. The Church Video Brochure is a short descriptive videotape that has varied applications. The Key is to develop a campaign first. This would consist of several elements working towards a single objective.

Keep in mind also that, no matter how good the photographer is for the pictures for your brochures, at times they can be a little bit blasé but a church video can show attractive events actively being participated in on the video screen. It has more influence on the viewers and potential visitors than hundreds of standard brochures and church letters that are released.

CLOSING THOUGHTS

Understand that the video image will not replace the printed word as a church marketing or public relations tool, but also understand that a well made video brochure can be an effective church promotional tool. If a picture is worth a thousand words, then a video could be worth ten thousand words.

Best Formats for Uploading to YouTube

YouTube can accept almost any video format for upload, but for most users we have found the following settings give the best results.

- Video Format: H.264, MPEG-2 or MPEG-4 preferred
- Aspect Ratio: Native aspect ratio without letterboxing (examples: 4:3, 16:9)
- Resolution: 640x360 (16:9) or 480x360 (4:3) recommended
- Audio Format: MP3 or AAC preferred
- Frames per second: 30
- Maximum length: 10 minutes (we recommend 2-3 minutes)
- Maximum file size: 1 GB



CONCLUSION: WOULD YOU BUY YOUR PRODUCT?

I have been to so many conferences and seminars where pastors and staff get together and share about their respective ministries. Early in my ministry I was ashamed that I did not have any thing more to say to others than we are progressing along nicely under God's leading. Then years later as I grew in the Lord my ministry started to as well. I quickly fell into the same trap as most pastors. I had youth on my side so I was still a young minister but I found myself going down the same path as those who had depressed me some years before when I was new in the work of the Lord. It was not until several years later when God really started to develop my ministry, did I realize how idiotic all of this was. Men called of God to impact this world for Christ Jesus settling for trying to One-up each other to elevate themselves above their ministry. As I have grown, I have come to realize that our ministries do not hinge on how well we take the tools we have been given and through prayer and the Holy Spirit's leading mold them into a workable style for ministry.

This handbook has been an attempt to share with the reader and conference participant several tools for the church who desires total church penetration into its community. Not every church will incorporate every single one of these thirteen chapters into its ministry. Many may be using one or two currently but desire further saturation and penetration into its ministry field. Others are just beginning to develop this area of their church's ministry. For them this will prove to be a wonderful companion as they develop their work. What ground work that is laid at the beginning will affect the ideas and decisions that are made in the future. If there is one lesson on which all of this is predicated, it would be that the idea of Total Church Communication is not a onetime event. It is a process that is always going on and always being reshaped and expanded. There are churches that make the saturation and penetration of a community a lifestyle. We too, like Jesus, must become so diligent and dedicated to the expansion of Christ's causes that it becomes part of our total church life and ministry.

We must always be evaluating our situations for the good of our church. Good Church Communication is a total commitment to the process as the Lord evolves it in your local community. No two communities will be exactly alike. No two churches will use the same components exactly in the same fashion. But Total Church Communication does not require everybody doing the same thing in every area of our country. It requires the willingness to develop consistent plans and outreach ideas that will touch your communities for Christ Jesus.

Persistence, tenacity, steadfastness, perseverance, commitment, and an unending faith are indisputable traits of a successful Total Church Communicator. If we truly believe Christ is the answer for the world in which we live, we must display the quality of faith that remains strong and unwavering in our commitment to communication of the Church for God's eternal glory. For those who are not tough skinned, this may be the hardest thing to accomplish. Insults, threats, even those fellow believers who cry foul about our new methods, will steer some off course. Others will merely be displayed as they prayerfully come to a decision on what type of ministry they desire. I have always wanted to develop a ministry that reaches those who will not come into the church by mere existence or invitation. Whatever the reason for the delay, a course correction is required of many of us. It is way past time that we stop developing churches that would inspire our Grandfather's father and start developing churches that tug at the very heart of the metropolitan world in which we live. We must intelligently, using the resources and means God has bestowed upon us, accomplish the task of starting new churches, moving slower works off the plateau, and energizing dynamic churches to further set the pace for the Lord's work tomorrow, next week, and the years that the Lord gives us that lie ahead.

For those who have become critics of this style of ministry, I offer room to develop their own distinctive. Most, however, fail to realize that the development process itself is neither holy nor unholy! It is how we use and perceive the process, and the fruits of the process, that determine whether or not we have abused it. When Jesus is allowed to set the course and given the total credit then and only then are the critics revealed as being incorrect.

Total Church Communication provides the open door of opportunity to minister in a significant way. Effective Church Communication means that the church is on the way, but it in no way means that the church is doing all that it can be doing in a maximum quality level. For you and your church to be sure that this ministry will help you in your total penetration of your community, a few questions should always be asked. They are provided here as a measuring tool for your church ministry:

QUESTION #1 IS YOUR CHURCH EXPERIENCING NUMERICAL GROWTH?

QUESTION #2 IS THERE A GREATER NUMBER OF PEOPLE ACTIVELY INVOLVED IN THE WORK OF THE CHURCH?

QUESTION #3 IS THERE AN AIRE OF EXCITEMENT AND ANTICIPATION PRESENT?

QUESTION #4 IS THERE AND ADDED INTEREST ABOUT QUALITY OF MINISTRY?

QUESTION #5 ARE OTHERS TAKING ON THEIR SHARE OF THE WORK LOAD OF CHURCH MINISTRY?

QUESTION #6 IS THE ATMOSPHERE OF THE CHURCH CHANGING?

QUESTION #7 DOES THE CHURCH HAVE A NEW OR REGAINED SENSE OF PURPOSE?

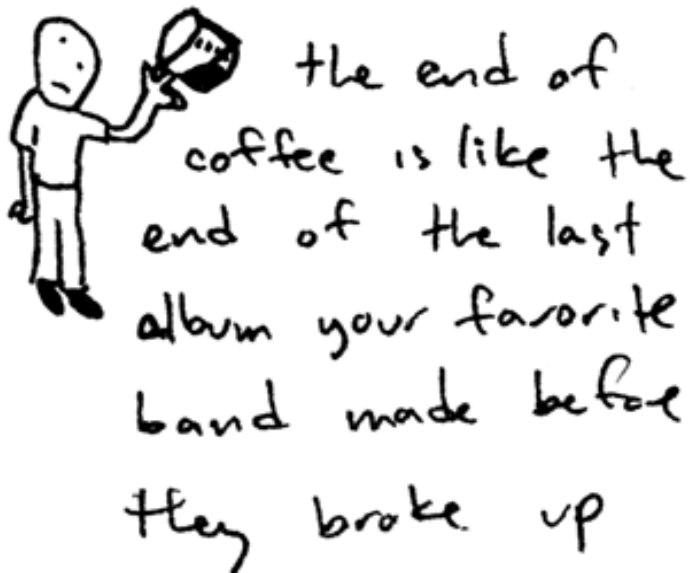
As the ministry at your church begins to develop and lengthen, it is always paramount to remain faithful to your committed task. Many a church has lost its zeal due to its failure to remain diligent to the task of the Lord God called it to, the task of leading others to Jesus Christ our savior. Growing a church is never right if we compromise our Christian values to reach a neighbor. Growth is exciting. But mere excitement is not the way to transform a soul for Jesus. The danger with any total church communication tool is that if it is used improperly, it can destroy as well as transform a soul for Jesus. The danger with any communication tool is that if it is used improperly, it can destroy as well as transform. Some pastors have sacrificed their ministries for the sake of numbers and for popularity. Many a church and ministry have become engulfed in numbers. A good show has become the key for so very many today. When that becomes the priority, people are no longer hearing the gospel proclaimed the way the Scriptures and Jesus intended. We need to master all the tools available for maximum saturation into our ministry field, but we must not let these tools master us. We must never forget, as we develop our communication plan that our only purpose is to penetrate our field with Christ Jesus our Lord! Would you acquire your church product if you were looking for a church home? I would! Ours may not yet be perfect, but it is always moving ahead and never satisfied with a plateau. It has a long way to go, but a decided change to always do more than the year before challenges each and every one of us to be our best for the Lord. Many simply say, and realistically say simply, "whatever happens it is God's will." Perhaps we have only gotten half of this right as ministers of the Gospel. Possibly the real desire of the Lord for His servants is "Whatever It Takes!" That would be a fine idea for us to live by as we develop our Total Church Communication.

GOD BLESS YOU,

TOM CHEYNEY

Colossians 4:6

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Fifty Marketing Tools



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