

COMMUNICATION MINISTRY

1. One of the things churches sometimes struggle with is communicating well. Instead of being intentional, it seems more sporadic.
2. GREETERS. Some churches do this with great excellence. They have greeters in the parking lot, as well as outside and inside the entrance doors. The greeters don't just hand out bulletins, they are ready to engage with guests and members. When they meet a new guest, they offer to give them a quick tour of the church or escort them to a Sunday School class and introduce them to the SS teacher. Ideally, the greeter has a list of all the SS classes, the teachers' names and the room numbers they meet in.
3. GREETERS. I don't see this much, but a great idea would be to have a few greeters inside the worship sanctuary talking with both guests and members in an assigned area. For instance, three greeters might cover the left side, the middle and the right side of the sanctuary. One of the interesting statistics is that many people make up their mind about a church by the way they are treated in the first five to ten minutes. Hopefully, several people will have conversations (not just shake hands) with a guest when they first arrive at your church.
4. GREETERS. How can your church members become "greeters" at your church. Speak with at least ten families in your church and ask them to be on the lookout for guests or people they don't know well. Ask them to voluntarily sit beside a family they don't know every Sunday and engage them in conversation. This is a sacrifice for a family to give up their "favorite" pew to sit in a different place every Sunday.
5. GREETERS. Every Sunday School class should have several families who are friendly who are willing to walk with a guest in their SS class and sit with them in the worship service.
6. GUEST RECEPTION AREA. Some churches have a table or a room where they invite guests to visit at the end of the worship service every Sunday to find out more about the church and meet the pastor or some of the staff members.
7. CONTACT ON SUNDAY OR MONDAY. Many churches make sure and call or visit the home of a new guest on the day they visit or, at the latest, the next day on Monday.
8. GET GOOD CONTACT INFORMATION. Every time to meet a guest, ask if they would like to receive the church newsletter and information about upcoming events. If so, then ask for their name, phone and email address. Make sure they are put on a communication list and communicated with every week.
9. SUNDAY SCHOOL CLASS COMMUNICATION. I encourage every one of your adult classes to email or text every week the members and prospects for their class. Once a month, each class could have a Fellowship and invite the class members, and their family members, friends, and neighbors to come to the Fellowship. These parties are great outreach tools and will help build deeper relationships as well.
10. WEBSITE. Some churches don't have money in their budget to pay someone to design and host their website. Luckily, there are free programs you can use to design a website and the hosting is free. (Weebly.com) 90% of your website can be unchanging. The other 10% must be kept up to date.
11. SOCIAL MEDIA. There are all kinds. When you choose one, be sure to post faithfully several times a week with relevant information.