

Using Direct Mail

jim czegledi
evangelism and worship
ext 270
jczegledi@presbyterian.ca



Churches often communicate with their communities by mailing flyers or brochures. This direct mail can be an effective way to connect your church with those in your area. To maximize the effectiveness of your mailing, keep these points in mind:

Invitational tone: Mailings need to include a word of invitation, such as Come to Worship, Explore, Learn, Develop, Enjoy, Experience.

Communicate your Church's Mission: Highlight the wider focus of your congregation. List the opportunities your church provides for local and global mission, service and spiritual development.

Church contact information: Include your street and email addresses, web site, telephone numbers, and a map showing your closest major intersection.

What the church is doing: Clearly state your worship times, church school information, sermon series titles and information about special services.

What the church is about: Using images, pictures and language, you can capture the essence of your congregation. What do you wish to communicate about your church? What kind of impression do you wish to communicate?

High Quality Printing And Design: The quality of the mailing you produce, whether it is a black and white flyer printed on your church photocopier or a professionally printed colour brochure, communicates an underlying message about your congregation. Avoid poor quality paper, clip art and grainy images.

Frequency: Four times a year is optimal to keep your community aware of your activities. Advertise your fall activities, Advent and Christmas services, Lenten and Easter services, Vacation Bible School information or other special dates and events.

Engage your audience: Consider the people you are trying to reach and try to interest them. Some churches advertise provocative sermon titles on contemporary issues. For example, Alpha Program questions provide food for thought.

Distribution: Canada Post, an advertising distributor or volunteers from your church can deliver your flyer. Canada Post's website at www.canadapost.ca provides information about flyers under the search title *Unaddressed Admail*. In some communities, private distribution companies offer a lower-cost service. Extra copies can be printed for congregants to give to their friends and families, or the brochure can be sent as an e-mail attachment.

The production and distribution of mass mailings can be expensive. Flyers and brochures are not substitutes for quality programming and ministry, but they do get an invitation to worship and information about your church out to those who do not attend.

Included in the back of Equip is an example of a mailing used earlier this year by Rosedale Presbyterian Church in downtown Toronto.