

# Church Bulletins — your most important publication

By Yvon Prehn

Next to the Bible, the church bulletin is probably the most important piece of Christian literature published today. Do you know why?

Experts tell us that America is no longer considered a Christian nation. We are considered a post-Christian culture. Because of that, many people grow up knowing nothing about God or ever reading his word. But everyone has a hunger for God and they know churches tell people about God. When they visit your church, **the church bulletin may be the first piece of Christian literature many people see and for some of them it may be the last. Or it may be the beginning of a new life.**

It's easy to forget that. Often in church offices the bulletin is the pain-in-the-neck, have-to-get-it-out-again, no room for creativity or fun piece. Our lives have meaning again once that project is done for the week.

But think about it for a minute. For a person who is lonely, or the family new in the community, for the generation-X engineer who had already made his first million, tried it all and isn't satisfied by anything—when all these folks come to your they are handed the bulletin. They usually have several minutes to sit and can't do anything else but read it and look for their needs to be met.

What does it say to them? It is the face and heart of your church. Does it reflect it well? For many it is also their first look at Jesus as expressed by his people. Evaluate your bulletin with these thoughts in mind.

You may want to make some modifications to make your bulletin more user-friendly. To help you do that, below are some tips:

- Design your bulletin for someone who knows nothing about your church—location of nursery, bathrooms, classes, etc. A little map can be useful as well as giving the location of your information or welcome center.
- Be sure to have a clear welcome as the first thing they see. Sometimes churches put the welcome on the back of the bulletin and folks don't see it until the end of the service. Think about putting the welcome on the cover and maybe something to think about before the service starts. Pictures on the cover (especially pictures of the church) really don't accomplish much on a publication that usually doesn't have enough space for all it needs to say.
- What about the procedure for offering? Many churches state that the offering is for members or regular attendees only and visitors are under no obligation to give.
- Be sure to explain any activities that are unique to your church—ask for eyes to see whatever may be confusing to a stranger and then briefly reassure them or explain it. Always put in an order of service—visitors don't know what comes next and can become very uncomfortable.
- For your regular church attendees, the bulletin is often their lifeline to church activities. Repetition is important because not everyone is there every Sunday so repeat important events at least two or three times.

Most important of all in every bulletin, be sure to have a brief gospel presentation. It doesn't have to be long or complex—John 3:16 provides a great pattern. Summarize the message of salvation in one paragraph and pray that the Lord will allow you to meet people in heaven who may have just passed through your church, but picked up that bulletin and in a quiet moment responded to Jesus.

## Church bulletins—cover

*A handshake, a hug, a welcome, an invitation, a challenge and guide—a bulletin needs to be all these things for visitors. It's a very important task.*

*Your challenge is to communicate the best of your church and the Gospel on paper — remember it is a message folks will take home with them.*

*This bulletin is 8 1/2 -by-11-inch folded in half. There are 2 p margins around the edge of the sheet.*

*Helvetica, 30/auto, bold, 130% width, tight track*

*Helvetica, 12/auto, bold, paragraph indent 2 p*

*Helvetica, 12/auto, normal, paragraph indent 2 p*

*Helvetica, 12/auto, bold, centered*

*Logo created from a Zapf Dingbat triangle with a Zapf Dingbat reversed cross placed on top*

*Helvetica, 24, auto, bold, 130% width, tight track*

Church bulletins are one of the primary communication pieces of churches. It is the first thing a visitor sees. It is an important means of communicating with the congregation during the week.

In the past many churches purchased pre-printed bulletin covers with religious art on the front and added their order of service inside. **You** can still use this method with DTP.

Today with the graphic abilities of DTP, many churches are now creating the inside and the outside of their bulletin. Sometimes a church wants an illustration of the church on the front, sometimes the church wants to reproduce their logo on the cover. Either graphic treatment can work well. In addition to the logo or illustration of the church, the cover can be used to give a message of welcome and to encourage people to think about the upcoming message. The bulletin cover illustrated on this page shows how this can be done.

# Welcome to Trinity

We're so glad you've chosen to be with us today!

Please relax and enjoy the music before the service starts. Quiet your heart before God. Ask Him to meet with you and teach you today.

Inside you'll find our order of service and the activities of the church for the week. On the back cover is a listing of our staff and church hours and phone numbers.

Our sermon today is on "Setting Priorities." As you wait for the service to begin, think about this verse:

"But seek first his kingdom and his righteousness, and all these things will be given to you as well."

Matthew 6:33



**Trinity Church**

## Church bulletins—order of service

Listing the main events down the left-hand margin as in the example below makes it easier to keep your place than if they were centered on the text.

There is a 2 p margin around the edge of the bulletin on all sides.

All lines are 2 points.


Logo the same as on card and stationery.

Avant Garde, 18/20,  
bold, all caps

Palatino, 12/14,  
normal

All type flush left is  
Avant Garde, 10/12,  
bold, all caps.

Remaining type is Palatino,  
10/12, either normal, italic  
or bold depending upon  
function.

 <p><b>FIRST UNITED METHODIST CHURCH</b></p> <p><b>MORNING WORSHIP SERVICE</b> 11:00 a.m., November 8, 1992 Eleventh Sunday in Kingdomtide</p>	<p>WORDS OF WELCOME</p> <p>GIVING OF GOD'S TITHES AND OUR OFFERINGS</p> <p>OFFERTORY ANTHEM <i>How Lovely Is Thy Dwelling Place, Johannes Brahms</i></p>	<p>Dr. Roland Pierce Senior Minister</p> <p>Mona Roger Director of Music</p>
<p><b>PRELUDE</b> Darrel Nystedt, Organist <i>Adagio from 1st Sonata, Felix Mendelssohn</i></p>	<p>DOXOLOGY <i>Hymnal, page 95</i></p>	
<p><b>CAUTO WORSHIP</b> Rev. April Smith Christian Education Director</p>	<p>SCRIPTURE READING <i>Matthew 18:21-35, pew Bible page 457</i></p>	<p>Jan Costley Assistant for Pastoral Care</p>
<p>Leader: It is good to give thanks to the Lord, to sing praises to the Most High. People: To declare the Lord's steadfast love in the <b>morning</b>, and his faithfulness by night, Leader: To the music of the lute and the <b>harp</b>, to the melody of the lyre. People: For you, <b>O Lord</b>, have made us glad by your work; at the works of your hands we sing for joy.</p>	<p>SERMON "What is Forgiveness Worth?"</p>	<p>Dr. Roland Pierce Senior Minister</p>
<p><b>PROCESSIONAL HYMN</b> <i>Joyful, Joyful, We Adore Thee Hymnal, page 89</i></p>	<p>HYMN OF DEDICATION <i>How Great Thou Art Hymnal p. 32</i></p>	
<p><b>MORNING PRAYERS</b> Rev. Harold James Singles Minister</p> <p>Pastor: The Lord be with you. People: And also with you Pastor: <b>Let</b> us pray.</p>	<p>BENEDICTION</p> <p>POSTLUDE <i>Finale from 1st Sonata, Felix Mendelssohn</i></p>	<p>Rev. Harold James Singles Minister</p> <p>Darrel Nystedt Organist</p>
<p><b>PASTORAL PRAYER, THE LORD'S PRAYER, AND CHORAL RESPONSES</b></p>	<p><b>GO IN PEACE THIS WEEK</b> AND <b>SERVE THE LORD WITH JOY</b></p>	<p>— <b>Avant Garde, 10/15, bold italic, all caps</b></p>
<p>————— fold line</p>		

# An informal bulletin

*This bulletin is very friendly. It answers visitor's questions right on the front cover without having to make them hunt for information.*

*Ask visitors what they want to know and then publish it on the front of the bulletin—and don't forget to tell people how welcome they are to your church.*

This bulletin is half of an 8 1/2 x 11-inch piece of paper. It could either be the outside panel of a bulletin with announcements inside or one page inside an 8 1/2 x 11-inch sheet.

This bulletin reflects the more informal structure and personality of this church. Because there is less complexity to the order of service the bulletin can also contain important information for guests in an easy-to-read location.

If you put overall church information in your bulletin, be sure to be complete and clear in what you write. For example, this bulletin doesn't just say that child care is available, it tells how to get directions to it. It doesn't stop by telling you to attend an adult Sunday School class, it tells you who can attend and where to find out more information about them.

A good way to find out if your bulletin information would make sense to an outsider is to have someone who is not familiar with your church read it and tell you what it says to them.

*Times, 14/16, bold, 120% width*      *Times, 18/20, bold, 130% width*      *Times, 9/10, normal*

**New Hope Church**  
560 North Evans  
Leadville, CO 80907  
(719) 377-9887

**Sunday Service**  
October 27, 1992  
9:00 a.m. & 11:00 a.m.

**Our Order of Service**

Opening Songs  
-on overhead  
The Lord Thy God  
Cornerstone  
We Bring the Sacrifice of Praise

Welcome  
Tom Hanson

♦ Singing Together  
-page 122 in hymnal  
Great is Thy Faithfulness

Scripture Reading  
-page 314 in pew Bible  
John 14  
Karen Jensen

Giving Back to God

**Sermon**  
"God's Faithfulness is Forever"  
Pastor Alan Jones

♦ Singing Together  
-words on overhead  
I Worship You  
In the Name of The Lord

♦ Closing Prayer  
Pastor Alan Jones

♦ Would all who are able please stand.

**Guests**

Welcome to New Hope Church.  
We're glad you came!

Following is information for your first time at New Hope Church:

1. You may take your children to the Nursery or Children's classes. Our Children's Ministry has care and classes for all ages during both services and during the Sunday School hour. The folks at the Welcome Center in the church entry will direct you to the classrooms.
2. Feel free to visit our adult Sunday School classes. We have classes for all adults. Some study a book of the Bible and some a topic in the Christian life. If you are single, married, attending by yourself, or with your family, we'd love to welcome you to a class. The Welcome Center in the church entry has directions to and descriptions of each class.
3. Please do not feel obligated to participate in the offering. The offering is intended for the regular attenders who consider New Hope their church home.
4. If you have any questions about our church, feel free to call us anytime.

*Times, 10/12, bold*  
*Times, 14/16, bold, underneath, 2 point line*

*Times, 12/14, bold*  
*Times, 10/12, normal*

*Zapf Dingbat, 10/12, normal*

*2 p margin around page, each text column is 14 p wide.*

*hairline to divide columns*

*double line at bottom and around top information*

## Church bulletin inserts—sermon notes

The next four pages of inserts were all prepared on half of an 8 1/2 x 11-inch piece of paper. They can be modified for a bulletin that is either wider or narrower just by adjusting the length of the column. The sizes and placement of type will work with a large variety of sizes.

When you prepare inserts for your bulletin, printing them in different colors will make them easy to keep separate. Light colored paper is easier to read than dark colors, so stick with printing on shades of beige, gray, white and light pastels.

The church logo or a line stating that it comes from the church is helpful on the insert if people need to call for more information. Be sure to also include the phone number if a reply call is required.

When printing a sheet to take sermon notes on, a minimum amount of text works best. Some churches simply enclose a sheet with only the title and appropriate Scripture passage included.

Helvetica, 18/auto,  
bold, italic  
Logo treatment same  
as bulletin cover  
Helvetica, 18/auto,  
bold, normal  
Helvetica 12/auto,  
bold, normal

Though they are work to create, it's OK to have lots of inserts in your bulletin. Think of them as mini-billboards, ads or advertisements. Make it easy for different members of the family to take out and post what is important to them.

	<b>A</b>
	<b>Trinity Church</b>
	<b><u>sermon notes</u></b>
	<b>Help in Temptation</b>
	Matthew 4:1-11 Rev. John Smith
	There <b>is</b> victory over temptation.
	I. Temptation is a spiritual battle, vv. 1,2.
	II. <b>Victory</b> over physical temptations, vv. 3,4.
	III. Victory over spiritual temptations, vv. 5-7.
	IV. Victory over temptations to abuse power, vv. 8-10.
	V. Conclusion and application, v. 11.

## Church bulletin inserts—schedule

Putting together a schedule of events for a church or ministry is far more difficult than it first appears. Not only is there usually a large amount of information to include, but to be effective more needs to be included than date and time.

You need a **contact** person and phone number for people who are not familiar with the program. You may need to include length of time for some programs that target working people. Words of encouragement and welcome may help get new people into the program.

*Times, 10/11, bold, italic*

*Helvetica, 18/auto,  
bold, italic*

*Logo treatment same as  
previous bulletin  
cover on p. 93.*

*Helvetica, 12/auto,  
bold*

*Times, 10/11,  
bold for time,  
normal for text*

*Note how each  
level of  
information—  
date, day, time,  
and event is  
treated in a  
different way  
typographically.  
This makes each  
area easy to pick  
out.*

*You are welcome to any of the following activities at  
Trinity. Please call the contact person if you need  
more information.*

***This week at***



**Trinity Church**

<b>Sunday, Jan. 31</b>	<b>8:30 a.m.</b>	Rayer <b>service</b> in chapel. All are welcome!
	<b>9:30 a.m.</b>	Sunday School hour
	<b>11:00 a.m.</b>	Worship service in sanctuary
	<b>5:00 p.m.</b>	Youth Bible study in senior high meeting room. Contact Jim Edwards, 655-5555. All senior high welcome.
	<b>6:30 p.m.</b>	Evening service
<b>Monday, Feb. 1</b>	<b>12:30 p.m.</b>	Ladies Brown Bag Bible Study in Church conference room. Contact Amy Wells. 654-5555.
	<b>1:30 p.m.</b>	Finance Committee, in Pastor's study.
	<b>6:00 p.m.</b>	Outreach Team meeting at Jeff and Jean Davis's home. (123 Terry Street, 765-5555)
<b>Tuesday, Feb. 2</b>	<b>6:30 a.m.</b>	Professional Women's Breakfast at Denny's on Union. New women very welcome. Lasts one hour. Contact Jenny Jones, 543-5555.
	<b>7:00 p.m.</b>	Single's Bible Study at Wayne Johnson's. (346 N. Hurlburt, 654-5555)
<b>Wednesday, Feb. 3</b>	<b>6:30 a.m.</b>	Men's Prayer Breakfast. Denny's on Union. Pastor Smith leading study on James. Contact John Hart, 543-5555.

## Church bulletin insert—special event

If you want to do a poster for an event, use a similar layout to this bulletin insert. Make individual items and type larger in size and print on 8 1/2 x 11 inch or 14-inch paper.

**Think** of these inserts as mini-posters. They should be eye-catching and easy to read. You can use bright colors for the paper on these. The hot pink paper that wouldn't be appropriate for sermon notes might be just right for a youth event.

Don't put too much on them—just include the facts that are important. Always be sure to include a phone number for more information.

A map is useful to include for special events held away from the church. You can either draw one with your computer program or paste one on after you have created the rest of the insert on the computer.

*Bookman, 12/auto, bold, italic*

*Attention senior high students!  
Come celebrate an undefeated season at the*

*Bookman, 30/auto, bold*

# Church Basketball Team Victory Party!

*Helvetica, 14/auto, bold, centered*

at the  
Berry's House  
444 Pine Ave.  
555-5555

Friday, 7:30 p.m. to  
9:30 p.m.

Bring a munchie.  
Beverages provided.

*Clip art. A photo of the team could also have been used.*



*Helvetica, 10/auto, bold*

How to get there:

444

□ Pine

— Walnut

Hwy 23

Cedar

*Times, 10/auto, normal*

*Map was drawn in Pagemaker, directly on insert.*

## Church bulletin inserts—back page or staff page

Every church bulletin needs a place to list the staff and the services the church provides. Some churches keep this a constant on the back page of the bulletin. Others, who may list it each week in a newsletter, include an insert in the bulletin once a month.

In addition to listing staff, you can also use this section to answer regular questions that **are** asked about your church.

How detailed you make your list is more a matter of the procedures at your church than of graphic design. In some churches the same people handle every ministry task. In others the lines of responsibility are more clearly structured. Just be sure your communication reflects your style of ministry.

*Helvetica, 18/auto,  
bold, italic*  
Logo treatment same  
as previous bulletin  
cover on p. 93.

### ***Staff and service at***



**Trinity Church**  
1222 Oak Road  
Evans, OH 88888

*Helvetica, 14/auto,  
bold, normal*

#### **Staff**

**Any of the individuals listed below can be reached at the main church office phone, 555-5555.**

Andy Wilson  
Senior Pastor  
Robert Smith  
Worship and Administration  
**Joe Sheffer**  
Youth Pastor  
Becky Johnson  
Sunday School Coordinator  
**Lisa Smith**  
Church Secretary

*Times, 10/11, bold,  
normal*

*Times, 10/11,  
normal*

#### **Services**

**At Trinity we seek to serve you in any way we can. Below are some people to contact when you have these questions or needs.**

*Times, 12/12, bold*

A prayer request?

Call Jean Adams, **555-5576** or the church any time to leave a request.

Information about Sunday School classes?

Call **Mary Lou** Seasons, **555-9876** for information about children's classes and John Lee, **576-5555** for information about adult classes.

Information to go in the bulletin or newsletter?

Contact Lisa Smith at the church office before Tuesday of each week.

A need for financial aid?

Call **Kenn** Ona at **765-5555** or leave a message at the church office any time.

An illness, hospitalization, birth, **wedding** or death in the family?

Call the church office any time.

A question about baptism, membership or any church doctrine?

Call the church office and make an appointment with any pastor.

**For any question or concern not on the list—please call us anytime. If we can't talk to you immediately or help right away, we will as soon as possible.**