

GETTING THE WORD OUT ABOUT YOUR CONGREGATION

There are many ways in which your congregation can make its presence known in your community. The following list contains some ideas and suggestions. Place an **X** next to the items which your congregation currently uses. Place an **A** next to the items which you could use.

Media

- Radio
- Television
- Newspapers
- Billboards

Yellow Pages Ad

Brochures

Posters

Hand-outs

Mailings

- Church newsletter
- Flyers
- The Lutheran magazine
- Devotional booklets

Ministry Programs

- Sunday School
- Vacation Bible School
- Day care programs
- Church socials
- Choirs
- Fellowship groups
- Support Groups

Signage:

Off-site to direct people to church

Personal Visits

- Pastor(s)
- Staff members
- Lay people
- Witness/Evangelism Committee

Telephone Ministry

- Community survey
- Prayer chain
- Crisis hotline

Service Projects

- Food Pantry
- Homeless shelter
- Soup kitchen
- Literacy program
- Hospice

What other methods not mentioned could you use?