

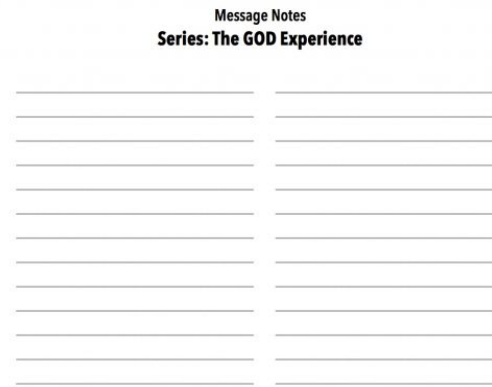
Make Your Sunday Bulletin Simple AND Effective

How many announcements should you include in your church bulletin?

Pretty much... none.

My philosophy about church bulletins (i.e. worship folders, programs, brochures, handouts, etc.) has changed a lot over the years. A decade and a half ago, I wanted it to be as large and stuffed with information as possible. It was my way of thinking *bigger* than our church was at the time.

Now, I want our weekly bulletin to be as *small* as possible, with as *few* announcements as possible. In fact, here's a photo of our current bulletin.



Find *The God Experience* daily devotionals at gh.church/devos.
 Find *The God Experience* small groups & materials at gh.church/groups.

Our NEW Sunday Worship Times!
 8:00 ♦ 9:30 ♦ 11:00

Welcome! First Time Here?

- ♦ **RELAX! GRAB SOME COFFEE**
 You're our guest, so make yourself at home. Get some coffee in the cafe. Let our greeters know if you need help. **You belong!**
- ♦ **CHECK THE KIDS IN**
 Our volunteers will help you in the kids' check-in room. They'll be safe, have fun, and learn about Jesus. Pick them up after the service.
- ♦ **FILL OUT A COMMUNICATION CARD**
 Drop it in the offering box or hand it to a Pastor on your way out. Use it to ask questions, offer feedback, or request prayer.
- ♦ **WE DON'T EXPECT GUESTS TO GIVE**
 For those who are members or regular attenders at Grace Hills, offering boxes are provided for you to give an offering, or you can give online.

Stay In the Loop!

- Find out what's happening at Grace Hills on our website:
- ✓ Our mobile app:
gh.church/app
- ✓ Our weekly email newsletter:
gh.church/enews
- ✓ Our open Facebook group:
gh.church/fbgroup
- Learn more about ministries for men, women, teens, singles, kids, and groups at gh.church.

Next Steps You Can Take

- ♦ **COMMIT YOUR LIFE TO CHRIST**
 Learn more at gh.church/jesus.
- ♦ **RENEW YOUR COMMITMENT TO CHRIST**
 It's never too late for a fresh start with faith.
- ♦ **DECLARE YOUR FAITH THROUGH BAPTISM**
 Learn more at gh.church/baptism.
- ♦ **JOIN OR START A GRACE GROUP**
 Learn more at gh.church/groups.
- ♦ **GET ON THE GROWTH TRACK**
 Become a member, get growing, and get involved!
 Learn more at gh.church/growthtrack.
- ♦ **GRACE HILLS STUDENT MINISTRY**
 Young people in grades six through twelve meet at the church on Wednesdays at 6:30 for worship and small groups, but there are exceptions to the schedule, so connect at gh.church/students.

Be Part of the Mission

- ♦ **JOIN A MINISTRY TEAM**
 Use your gifts to serve God by serving others on a ministry team. Learn more at gh.church/serve.
- ♦ **GIVE TO GRACE HILLS**
 If you're committed to Grace Hills, invest in the ministry and the mission at gh.church/give.

And in case you'd like to have the printable or editable version:

[Download a PDF](#)

[Download an Apple Pages Version](#)

That's it. NO actual "announcements" are included. At least, not the kind you'd normally think

of. We print this on an 8.5" x 11" sheet of card stock, both sides, cut them in half, and hand them out. It's a single half-sheet, sturdy enough to take notes on. And, we print **one** bulletin per sermon series and only change it during the series if something drastically changes and needs to be communicated.

Why is it so slim on information?

It's all about **who** it's for!

We print a Sunday bulletin with one person in mind – the guest. We want our guests to know that they belong, that we have next steps for them, that we don't want their money and that we want them to know what to expect.

The weekend bulletin is really just an excuse to greet people with something printed. It offers the basic next steps, how to find out more, and how to stay in the loop.

We're also very aware that every announcement is a "signal" that gets sent to the minds of those who are reading or listening. Our minds only have room for so many signals. So if you want people to remember two or three things, in particular, don't tell them to remember five or eight or thirty things.

In fact, if you'll notice, every piece of information in the bulletin actually has a short hyperlink that leads to an information page online that is mobile-friendly. Sometimes, that short link forwards to a Facebook Event so people can RSVP and share. Sometimes, it leads to a page of our website dedicated to a certain ministry. But our goal is to get people to engage with us online, beyond Sunday, so that we can communicate throughout the week with everyone.

So where do we announce stuff?

Here's how we see it.

There are announcements that *everyone* needs to hear, and those are included in the bulletin, which *everyone* gets. Then, there are announcements only pertinent to regular attenders, which we communicate through various other means, including:

- Our [email list](#).
- Our open [Facebook group](#) (not our main [Facebook page](#)).
- Our [mobile app](#) (including one push notification per week).
- Our [website](#), especially the [events page](#) and the [blog](#).
- Some slides that cycle as people are coming in.
- Our various Facebook "sub"-pages (men, women, students, kids, etc.).
- Word-of-mouth, especially through small groups.

Does it work?

Not perfectly. Sometimes, someone is unaware of something happening. But we rarely hear

about it. We've spent a long time creating a culture where people don't expect to be spoon-fed and taken by the hand and personally led through every event.

We're always learning and tweaking. I may have to scrap this blog post a few months from now when we flip our strategy on its head. But for now, we're confident that growth is happening because we're able to communicate the *big signals* to the *many* and the *smaller signals* to the *few*.

[Learn more about effective communication with your Sunday bulletin by connecting with an Auxano Navigator.](#)

> [Read more from Brandon.](#)