**The Church Bulletin**

A church bulletin can help set the tone for your church as a whole, and your worship service in particular. Carefully consider how you wish to project your church's image through this medium.

The bulletin is your one public relations piece that members and visitors view while they are at church and take with them when they leave. What are you conveying through yours?

Things to think about regarding your bulletin:

1. Is it neatly done?
2. Is the paper the right bond or weight?
3. Is it edited for typos and other errors?
4. Is it laid out in a logical manner?
5. Are the pictures and graphics clear?
6. Do you make enough copies?
7. Is the content timely?
8. What is your policy regarding bulletin inserts?
9. Does it contain contact information for the staff?

To create an atmosphere of spontaneity, some churches elect not to have a bulletin. Instead they pass out a weekly newsletter to keep members informed about in-house needs and miscellaneous news. The order of service for their worship hour is known only to the participants. The point here is that your church can elect not to have one. If you do make sure your have some other means of effective communication.

For those who have a weekly bulletin (which is the majority), be intentional about it and make sure it is worth handing out.

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