

Get Your Church Noticed

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Director of communications

Church of England Diocese of Portsmouth

HOW ARE WE VIEWED?



- Old-fashioned
- Establishment
- 'Safe' worship
- About buildings
- Ignores abuse
- Middle-class
- Declining
- Boring
- Homophobic

POSTERS

6. PUT PEOPLE ON POSTERS



Audience: passive
• one arresting image
• minimum of text

Image is most important
minimum
Use colour where you can
Print professionally for big
Use posters in people's homes
plus libraries, shops & com

Communicate?

Message



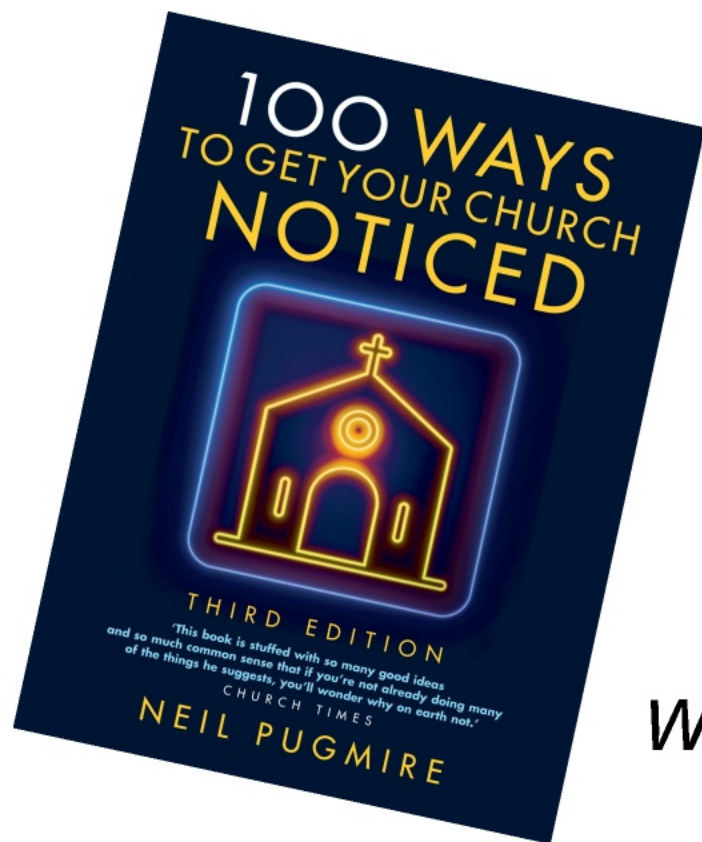
Audience

Communication methods
Communication groups

Facebook group, verbal notices
website, magazine delivered to every household
on website, Askthevicar on Twitter
website, clear labelling of items in church
mobile-friendly website, welcome pack
A4 page, photos of children on posters
at, WhatsApp, relationships
editing brochures, wedding fairs

Metaphors

Method	Group	Notes
Facebook	Young adults	
Verbal	Older adults	
Website	Online community	
Twitter	Local community	
WhatsApp	Family group	
Brochures	Church members	
Posters	Public spaces	



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*Available via:
www.getyourchurchnoticed.com*

STRATEGY



LOGOS



BUILDINGS



NOTICEBOARDS



PARISH MAGAZINES



MEDIA LIAISON



WEBSITES



100 Ways To Get Your Church Noticed

1. Set up a communications team to decide on priorities
6. Decide the kind of identity your church wants to have and create a suitable logo
10. Keep your building open during the day
14. Redesign your church's entrance or foyer to make it look more attractive
26. Revamp your noticeboards to suggest a more vibrant congregation
20. Create a prayer guide to help people engage spiritually
36. Produce a welcome pack with essential information about church activities
50. Produce well-designed posters with attention-grabbing images, fewer words and more colour
54. Ask your congregation to subsidise the magazine as a form of outreach
57. Encourage your editors to seek
58. Include stories of faith from your congregation
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79. Look at web streaming of digital video images showing church activities or services on your website
82. Learn to use social media to promote your church
83. Create a Facebook page or group for your church
85. Create a Twitter feed for your church
86. Create a Youtube channel for your church

PRINCIPLES

- GENERAL PRINCIPLES
1. Images, not words
 2. Stories about people, not words
 3. Digital first, not analogue

Get Your Church Noticed
 100 Ways
 100 Ways To Get Your Church Noticed

JESUS



How did Jesus communicate?
 He knew his **audience**
 He knew his **context**
 He used **different methods** for different groups
 He used **stories, metaphors and images**

HOW ARE WE VIEWED?



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SOCIAL MEDIA



POSTERS/LEAFLETS



JESUS



How did Jesus communicate?

He knew his **message**

He knew his **audience**

He used **different methods**
for **different groups**

He used **stories, metaphors**
and **images**

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SOC

How did Jesus communicate?

He knew his **message**

What is our

The gospel?

'We are a growing church'

'Church is fun, not dull!'

'We care about our community'

OR... 'Please join us - but only on our terms'

'We want your money'



He knew his **audience**

What is our

The congregation

People living in our parishes

Tourists

Visitors

Those who use your church/church hall

Specific group over-represented in your parish (students/over 50s)

People not like us!

He used **different methods** **for different groups**

Congregation: emails, closed Facebook group, verbal notices

Evangelistic: mission-oriented website, magazine delivered to every household

Non-preachy: discussion forum on website, #askthevicar on X/Twitter

Tourists: history of church on website, clear labelling of items in church

Newcomers: activities listed on mobile-friendly website, welcome pack

Young families: public Facebook page, photos of children on posters

Teenagers: Instagram, Snapchat, What's App, relationships

Wedding couples: adverts in wedding brochures, wedding fairs



He used **stories, metaphors** **and images**

What is our

message

The gospel?

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OASiS

church made easy



OASiS
Church

OASiS
Sunday @ 11.00am
www.oasisthevenue.com

LITTER

Come as you are

to

City

Life

CHURCH

**Where there are *no* perfect people,
everyone is welcome & *anything* is possible!**

GUILDFORD CATHEDRAL
WELCOME

 **WARNING**
PERMIT HOLDERS ONLY

SITE ID NUMBER

THIS LAND IS PRIVATE PROPERTY AND IS PATROLLED AT ALL TIMES
BY CAPITAL 2 COAST. BY PARKING HERE WITHOUT A
VALID PARKING PERMIT/TICKET CLEARLY ON DISPLAY
IN THE FRONT WINDOW SCREEN OR NOT BEING
WITHIN A MARKED SPACE
YOU ARE IN BREACH OF THE
ISSUED BY THE

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audience

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stories metaphors

SAMPLE COMMUNICATIONS STRATEGY

OUR MESSAGE:
We care for our community

WHAT IS OUR AUDIENCE?	WHAT EVENT?	WHAT METHOD SHALL WE USE TO REACH THEM?
Young families from the estate	Messy Church + Free family fun day	Flyers given to primary school pupils + Facebook group/website (& photos afterwards)
Elderly people who are housebound	Lunch club in church hall	Pastoral visiting + advert in local free newspaper

**Sometimes the medium
is the message. How you
say it can be more
important than what
you say**

3. WELCOME VIDEO

Audience: non-churchgoers:

- showcasing church activities
- assuming no knowledge
- snapshots of church life
- can split into chunks



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2. stories about people,
not events
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MY FAITH: Baptism was sign of leaving stubbornness behind

CATEGORY Faith stories

DATE 1 Jan. 2025

SHARE [X](#) [e](#) [f](#)



AS Ashley Plumptre emerged from the water of baptism, he felt like he had come home.

His full immersion was a public sign of his new-found faith in God, and an acknowledgement that his life had changed. He figured that if God could work in someone as stubborn as him, he could transform anyone's life.

It was also a precious moment for his wife Abi, who had been praying for him to convert for a long time. The family are grateful to those at St Margaret's Church in Southsea, who helped them as they inched towards this moment, step by step.

One of the major signals that God was at work happened on Ashley's mum's

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Past News-Sheets

The Corona Chronicle, The Chronicle and other News-Sheets (2020-2023)

2024

[15, 22 and 29 December 2024-Fortnightly News](#)

[1 and 8 December 2024-Fortnightly News](#)

[17 and 24 November 2024-Fortnightly News](#)

[3 and 10 November 2024-Fortnightly News](#)

[20 and 27 October 2024-Fortnightly News](#)

[6 and 13 October 2024-Fortnightly News](#)

Forthcoming Main SERVICES

SUNDAY 15 DECEMBER
3rd Sunday of Advent

9.30 am PARISH COMMUNION

11.00am COMMUNION AT ST NICHOLAS CHAPEL

6.30pm ZOOM EVENING PRAYER

TUESDAY 17 DECEMBER
2.00pm Traditional Carol Service for those living with dementia.

THURSDAY 19 DECEMBER
10.30am HOLY COMMUNION

SUNDAY 22 DECEMBER
4th Sunday of Advent

9.30 am PARISH COMMUNION

3.30pm COMMUNITY CAROL SERVICE

MONDAY 23 DECEMBER
7.-00pm CAROLS AT ST NICHOLAS CHAPEL

TUESDAY 24 DECEMBER
4.00pm LITTLE LAMBS CAROL SERVICE
For young children and families

6.00pm CAROLS AND READINGS

11.00pm MIDNIGHT MASS

WEDNESDAY 25 DECEMBER
9.30am CHRISTMAS COMMUNION

THURSDAY 26 DECEMBER
NO MORNING SERVICE TODAY

SUNDAY 29 DECEMBER
9.30am PARISH COMMUNION

THURSDAY 2 JANUARY
10.30am HOLY COMMUNION



PLEASE PRAY FOR:

The World

For all the victims of ongoing and all conflicts and for the leaders of the nations.

The Diocese

For Bishop Jonathan Frost and the team at the Diocese.

Our Parish & Deanery

For our clergy team

The Recently Departed

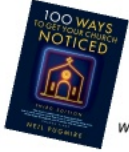
Mike Cowan
Wendy Bourne

Anniversaries of Departed

19th Edgar Dobson
22nd Phillip Meredith
24th Beatrice Mockford
Derek Eacott
30th Shirley Appleby
Jonathan Noble
31st Charley Sagrett
Michael Buckley
1st Jan Alan Baker
3rd Arnold Padley
Brian Nash

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POSTERS/LEAFLETS



DIGITAL MEDIA





News Update
For

Sunday 18th June



This Week's Services

9.00 am Morning Prayer
Leading - Adam Denley
Preaching - Nigel Bennett

10.30 am Holy Communion
Leading - Jitesh Patel
Preaching - Nigel Bennett

6.30 pm Going Deeper
Leading - Mike Duff
Preaching - Jitesh Patel

Services

Thursday
10.00 am Holy Communion
Service Leader - Jitesh Patel

What's on
this week?

1. E-NEWSLETTER

Audience: the congregation

- internal news/events
- immediate
- link to church's website and others

2. EVANGELISTIC MAGAZINE



Audience: those living in parish

- more attractive: use of images
- use of faith stories
- more professional
- distributed across whole parish for free

3. WELCOME VIDEO

Audience: non-churchgoers:

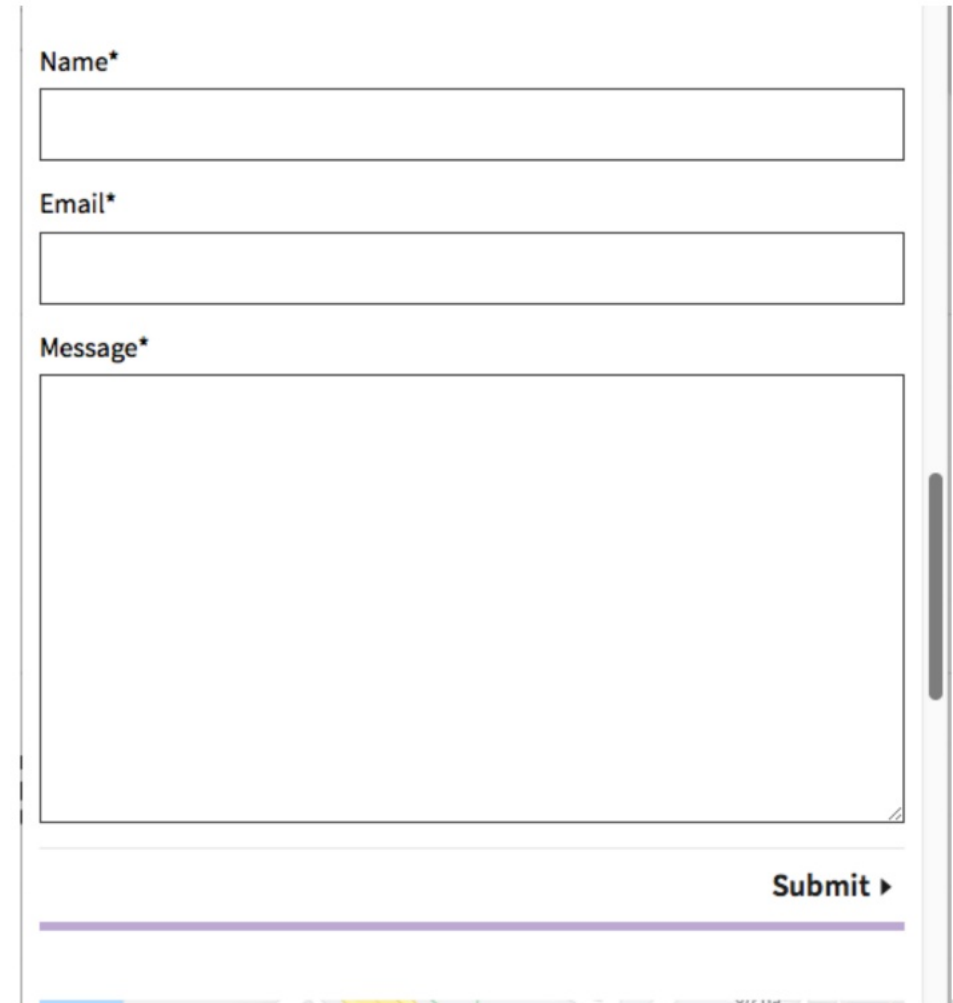
- showcasing church activities
- assuming no knowledge
- snapshots of church life
- can split into chunks



4. ALLOW WEBSITE BOOKING

Audience: users of church hall & those with wedding/baptism/funeral enquiries

- easy way to book
- integrated with database (Church Suite)
- no 'telephone tennis'



Name*

Email*

Message*

Submit ▶

5. USE PHOTO TO TELL STORY

Audience:
newspaper readers/
online surfers

- set it up
- ask people to pose



6. PUT PEOPLE ON POSTERS

Audience: passers-by

- one arresting image
- minimum of text



Beyond All Age and into Intergenerational Worship

Back by popular demand!

You are invited to a challenging and practical all-day session exploring what intergenerational worship means and how we might be able to create spaces where all generations can gather in worship.

**Saturday 26th October 2019
9:30am to 3:30pm**

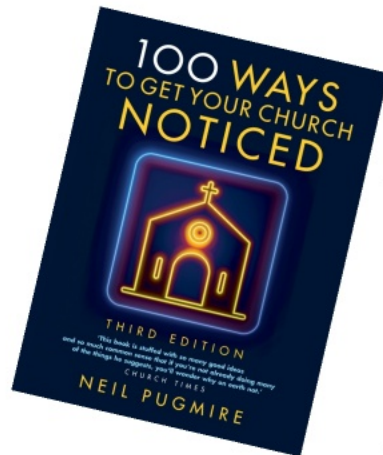
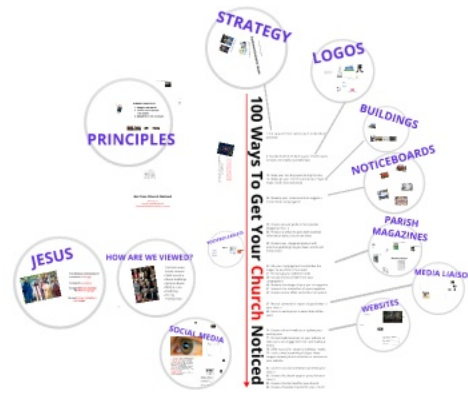
with Rev Mary Hawes
NATIONAL CHILDREN & YOUTH ADVISOR FOR CHURCH OF ENGLAND

7. REFLECT YOUR AUDIENCE

Audience: teenagers

- make the effort to include them in images/videos
- use the social media outlets they are using





www.getyourchurchnoticed.com

Facebook: Get Your Church Noticed

Twitter: @GetYrChrchNotic