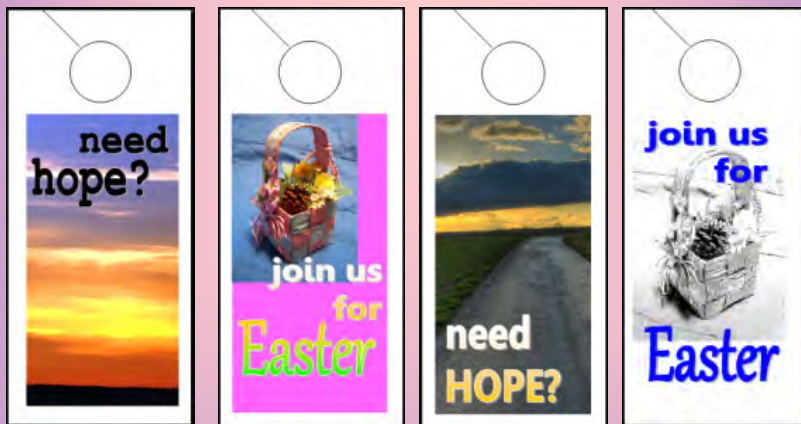


easter communications

Ready-to-print PDFs

Door-hangers



Yvon Prehn

Effective Church Communications



What's inside. . .

This booklet is a very useful combination of practical, ready-to-print materials as well as additional material that helps you understand why you need to create these materials for your church, as well as strategy and tips that will help you make the most of them.

The materials that follow come all come from the Effective Church Communications ministry, but within it they originated in a variety of sources, including website entries, blogs, books, and articles from a

variety of magazines. These provide you with:

- Ideas for how to use the communications most effectively
- Text used in the publications, if that is helpful
- Misc. additional tips and ideas
- **Best of all, ready-to-print PDFs**

The materials here are yours to use in any way you want. If someone in another church, mission, or Christian organization of any kind needs them feel free to pass them on.

If you want to modify the files, the Effective Church Communications website, www.effectivechurchcom.com, has downloadable ZIP files that contain this PDF file as well as editable MS Publisher file and/or MS Word files if applicable, plus in some of the files jpg or png images of the communications are included.

May the Lord give you joy and strength as you serve Him in church communications!

Yvon Prehn

About Yvon Prehn

Yvon Prehn is the founder, director, and primary content creator of the training site for church communicators: <http://www.effectivechurchcom.com>, a website that provides simple, practical training in print and digital communications to help churches fully fulfill the Great Commission.

For more resources for church communicators:

Twitter: <http://www.twitter.com/yvonprehn>

Facebook: <http://www.facebook.com/EffectiveChurchCommunications>

YouTube videos: <http://www.youtube.com/yvonprehn>

Blog: <http://www.churchcommunicationsblog.com>

Print and Kindle Books for sale on amazon: search for "Yvon Prehn" as new books are being added

Smashwords (digital versions of books): <https://www.smashwords.com/profile/view/yvonprehn>



Door-hanger designs and text

by Yvon Prehn, www.effectivechurch.com

Door-hangers are a great way to invite people to church for Easter and may be one of the most effective ones your church can use because often the person reading them is alone and may not be thinking about anything else. The image to the left is an illustration of the front of the door-hanger that is included in the PDF selection of this file.

If you need blank door-hangers, go to the article [*An inexpensive, easy and effective outreach tool for Easter and other occasions—Door-hanger*](#) that lists resources for blank doorhanger. This door-hanger would look really nice on yellow card stock that can be ordered from these sources. The article also provides additional reasons why door-hangers make effective

Easter outreach tools.

On the back of the door-hanger it has the thought-provoking message that follows. There is room at the bottom of the message to put a specific invitation to your church event for Easter outreach.

Message on the back of the doorhanger:

Hope....

The feeling that there is light at
the end of the journey. . .

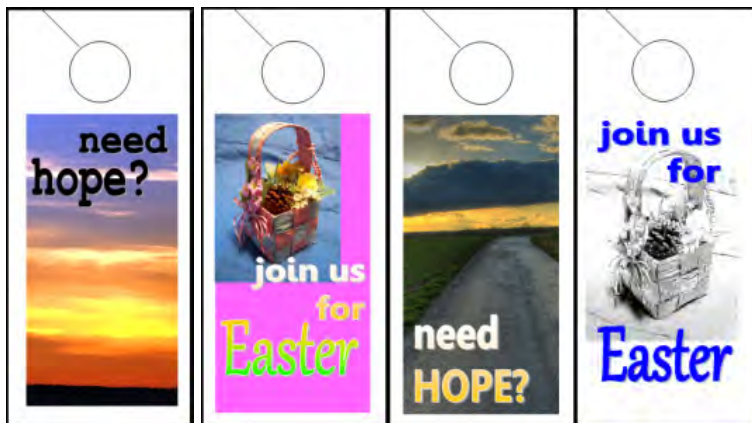
The assurance that someday
wrongs will be righted. . .

The joy of knowing you are
loved and accepted . . .

The clean feeling of sins washed
away. . .

Hope is what Easter is all about.

Join us this Easter Sunday and
let us share a message of hope with you.



Above are the other designs that follow

An inexpensive, easy and effective outreach tool for Easter and other occasions—Door-hangers

by Yvon Prehn, www.effectivechurch.com

When considering community or neighborhood outreach for Easter and other special occasions, many churches first think of postcards. Postcards do have many advantages and they are a proven tool for outreach, but there is another tool that can be equally effective and can cost little to produce—that tool is a door-hanger. This article here gives you an overview of how to use them and a resource list of where to get blank door-hangers, other articles and the examples included here show you how to design them.

One advantage a door-hanger has is that, unlike a postcard, which can get lost in a large pile of junk mail, a household seldom gets more than one door-hanger at a time. When a person picks it up and carries it inside, chances are that person will read at least some of it.

No postage required—how to get them out to the neighborhood

The distribution of postcards is not only cost-effective, because you don't have to pay postage, but it is a way for your congregation to be involved in outreach. I have described this method in the past as a way to get your congregation involved in outreach to their communities, but it also works well for door-hanger distribution, here it is:

How to involve your congregation in outreach using door-hangers

1. The church produces the door-hangers.
2. This can be done easily with the use of blank door-hangers. You can purchase them in your office supply store, but the online-selection is fantastic. A list of resources is at the end of this article.
3. Prior to Sunday, 5 door-hangers are placed into the bulletins.
4. Sunday morning, the Pastor or Outreach Leader stands up and says “You can see in your bulletin that each of you has 5 door-hangers. I'd like you to take them home and pray about who you might invite to our Easter Eggstravaganza (or whatever other event you'd like to invite people to). When you decide who to invite—take a few minutes and jot down a personal note on the back. Then prayerfully put them on your neighbor's doors. If you want to do this anonymously that is OK.”
5. Along with the announcement and encouragement on how to use door-hangers, do a sermon or series on how the entire church needs to be involved in evangelism and outreach. But though everyone should be involved, the church realizes that a lengthy faith-challenging conversation may be difficult for many—but anyone can put a door-hanger invitation to a church event on a neighbor's door.

6. Pray for participation and continue to encourage.

A production tip for door-hangers

To keep door-hangers cost-effective, consider printing them in-house. To make them super inexpensive and to produce them in a production method that won't jam and can be run very quickly, use a digital duplicator. I know many churches have one sitting around that they may not have used in a number of years because full-color has become so popular.

However, these machines are real work-horses and handle card stock with ease and very cheaply. You can buy the blank door-hangers at office supply and paper companies. Below is an annotated list of web-based companies that sell blank door-hangers.

Sources for Blank Door-hangers

<http://blanksusa.com/>

Great company, been around a long time and their products work great with digital duplicators. One little caution, they also sell to print shops, which means they stock odd-sizes of products that work well for a print shop, but are not designed to work in a home or church office machine. Be sure that you order your blank door-hangers or other products in sizes that are appropriate for your equipment.

http://blank-doorhangers.com/index_files/dk3p.htm

This company has a great selection of door-hangers in color. I especially like this section of Brights Cover: Aqua, Blue, Gold, Green, Magenta, Orange, Pink, Purple, Yellow, Red, Tangerine, and all the great Astrobrights colors. I've used the yellows in for a number of ministry communications because black on yellow is one of the most attention-getting, easy-to-read color combinations. They also have a great selection of blank postcards in a variety of colors.

<http://pcforms.com/blank-door-hangers-c-53.html>

I like their message: "You're in luck, everybody has a door, so what are you waiting for? Order today, and start getting your message out!" They also have an interesting collection of door-hangers I haven't seen elsewhere including one that has a tear-off postcard on the bottom. If you wanted some sort of response from people, this might be interesting to try.

<http://www.paperdirect.com/Brights-Table-Tents-Stock/-109562>

Paper Direct has been around since before the web, but they have evolved and continue to make a great assortment of resources for printing church communications. Though they make Door-hangers, one product I've used and love from this company are their Table Tents and the link above goes directly to that page. These are great for many church activities –you can welcome people with them, give instructions or encouragement. They don't have a lot of door-hangers, but do make a unique one with a rounded top.

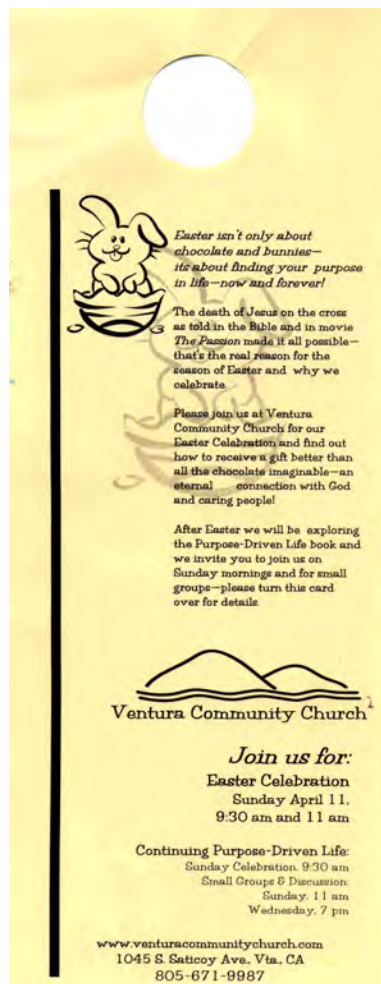
<http://www.thepapermillstore.com/business-card-paper/>

This company not only sells blank door hangers, but a HUGE collection of all kinds of paper. Local paper merchants can only carry limited stocks of paper and sometimes a great paper can make a simple outreach piece look fantastic. Sometimes it means using a slightly heavier weight (that local stores seldom carry) or it might mean a paper with a soft metallic or parchment finish. This company stocks them all. If you have a Digital Duplicator, you can run speciality card stock and this is a great resource for buying it.

In addition this website has a great collection of tips for creating communications, plus templates for door-hangers and other communications.

Expanded information Door-hanger

(note: contact info & website changed, not current, just use as example)



This door-hanger was designed to do more than bring people to the Easter service.

We also wanted to give people overall information about the church, as well as an invitation to upcoming outreach small groups.

Make the most of your communication efforts when you create door-hangers and be sure to include ALL website (and updated from then social media) and contact information!

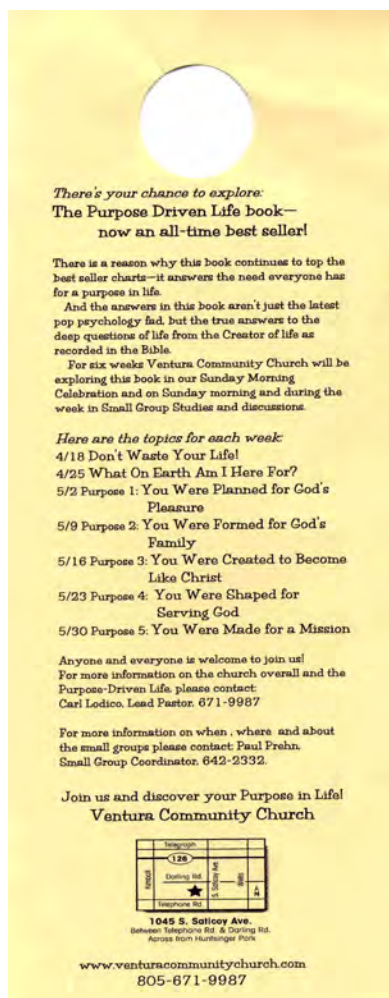
The doorhanger example on the following pages is different than the others here that are designed to simply get people to the Easter Sunday service. We used this one with a church we were working with the year the movie, Passion of the Christ came out.

We wanted to clearly tie in the movie with the reality of Easter—which is the main message on the front of the door-hanger.

We also wanted to invite people to the upcoming sermon and small group series, which is on the back.

Notice also that the door-hanger has complete (at that time, it was a church plant and all has changed) information on the location, website, contact information. At the time, social media was not an issue, but today we'd be sure to include Facebook, Twitter and any other social media contact information. We also wanted to use this as an overall information and outreach piece for the church.

When you go to all the trouble to create a door-hanger—why not pack in the information and get the most out of it? Maybe not everyone will read all of it, but some will and some will come to your church who might not without the additional information.



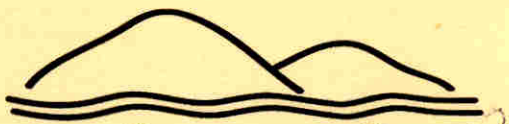


Easter isn't only about chocolate and bunnies—its about finding your purpose in life—now and forever!

The death of Jesus on the cross as told in the Bible and in movie *The Passion* made it all possible—that's the real reason for the season of Easter and why we celebrate.

Please join us at Ventura Community Church for our Easter Celebration and find out how to receive a gift better than all the chocolate imaginable—an eternal connection with God and caring people!

After Easter we will be exploring the Purpose-Driven Life book and we invite you to join us on Sunday mornings and for small groups—please turn this card over for details.



Ventura Community Church

Join us for:

Easter Celebration

Sunday April 11,

9:30 am and 11 am

Continuing Purpose-Driven Life:

Sunday Celebration, 9:30 am

Small Groups & Discussion:

Sunday, 11 am

Wednesday, 7 pm

www.venturacommunitychurch.com

1045 S. Saticoy Ave., Vta., CA

805-671-9987

There's your chance to explore:
The Purpose Driven Life book—
now an all-time best seller!

There is a reason why this book continues to top the best seller charts—it answers the need everyone has for a purpose in life.

And the answers in this book aren't just the latest pop psychology fad, but the true answers to the deep questions of life from the Creator of life as recorded in the Bible.

For six weeks Ventura Community Church will be exploring this book in our Sunday Morning Celebration and on Sunday morning and during the week in Small Group Studies and discussions.

Here are the topics for each week:

- 4/18 Don't Waste Your Life!
- 4/25 What On Earth Am I Here For?
- 5/2 Purpose 1: You Were Planned for God's Pleasure
- 5/9 Purpose 2: You Were Formed for God's Family
- 5/16 Purpose 3: You Were Created to Become Like Christ
- 5/23 Purpose 4: You Were Shaped for Serving God
- 5/30 Purpose 5: You Were Made for a Mission

Anyone and everyone is welcome to join us!
 For more information on the church overall and the Purpose-Driven Life, please contact:
 Carl Lodico, Lead Pastor, 671-9987

For more information on when, where and about the small groups please contact: Paul Prehn,
 Small Group Coordinator, 642-2332.

Join us and discover your Purpose in Life!
Ventura Community Church



1045 S. Saticoy Ave.
 Between Telephone Rd. & Darling Rd.
 Across from Huntsinger Park

www.venturacommunitychurch.com
 805-671-9987

Ready-to-print PDF files



The files that follow are ready-to-print PDFs you can use to create communications for your church.

They cannot be edited and must be printed as is.

You are encouraged to add your own copy on the back sides to personalize them for your church.

Most are useable as is, though some are included as examples of the kind of publications you can create.

Some are in full-color and some are in separated spot colors. The full-color were designed to be printed on inkjets, color laser printers, and color copiers. The separated spot colors were designed for printing on digital duplicators.

If you want to edit and personalize them, we have Editable Publication Sets at <http://www.effectivechurch.com> in the "STORE" tab on website.

These editable files are downloadable ZIP Ffiles that have these PDFs, plus editable MS Publisher files. A few have editable MS Word files, but most are in MS Publisher. You must have and know how to use MS Publisher for these files to be useful for you. An excellent training resource to help you learn how to use MS Publisher is <http://www.lynda.com>.

For some of the publications, the files also have MS Word text files and image files.



join us

for

Easter



join us

for

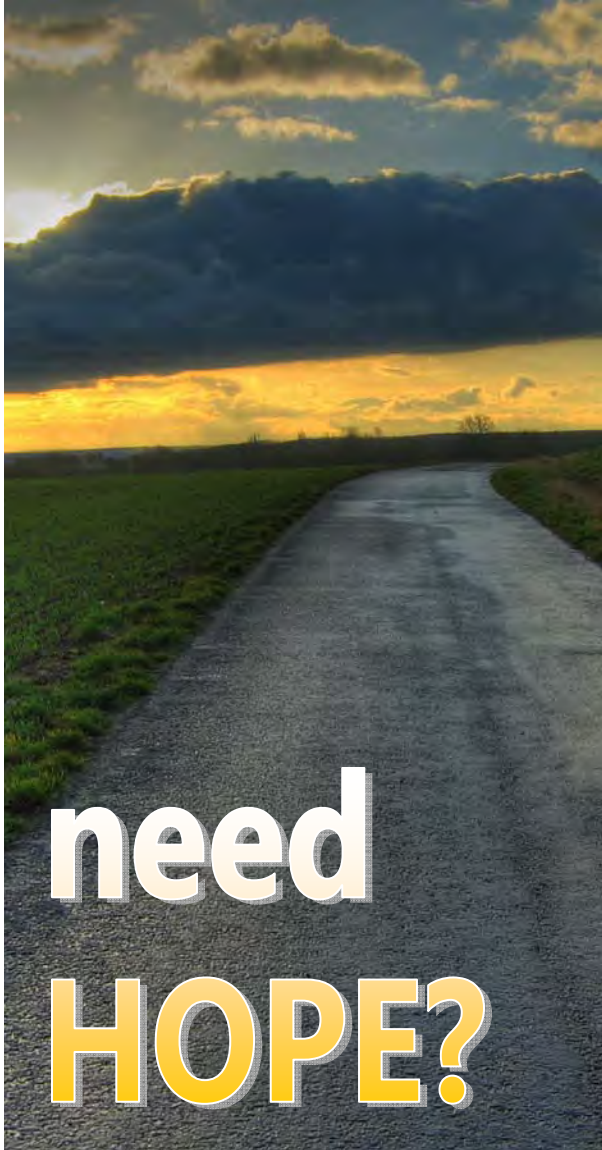
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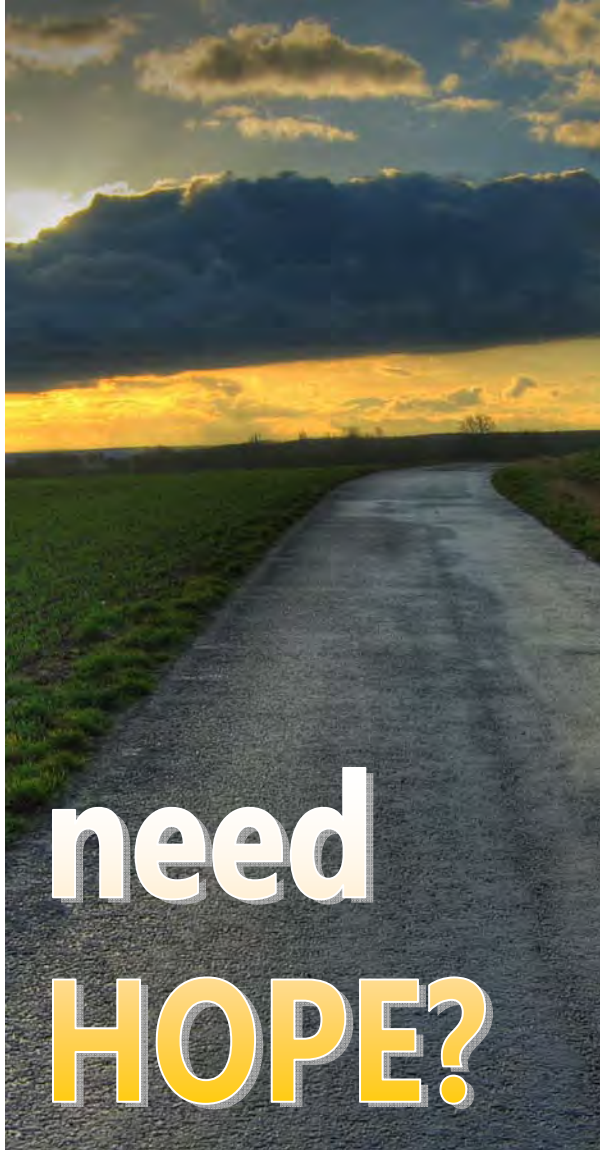
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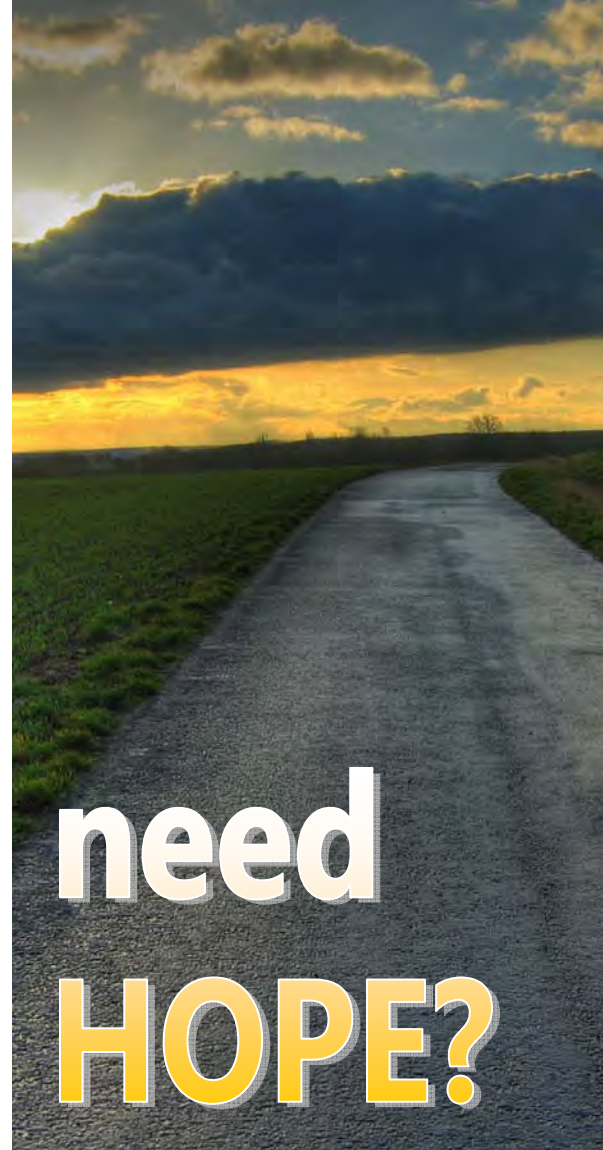
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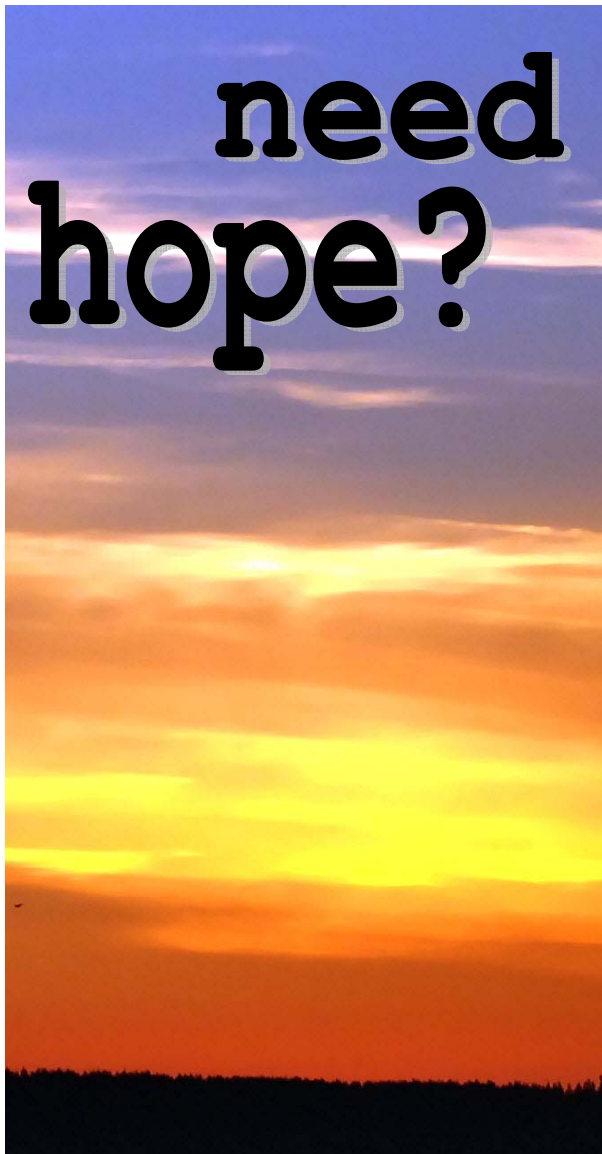
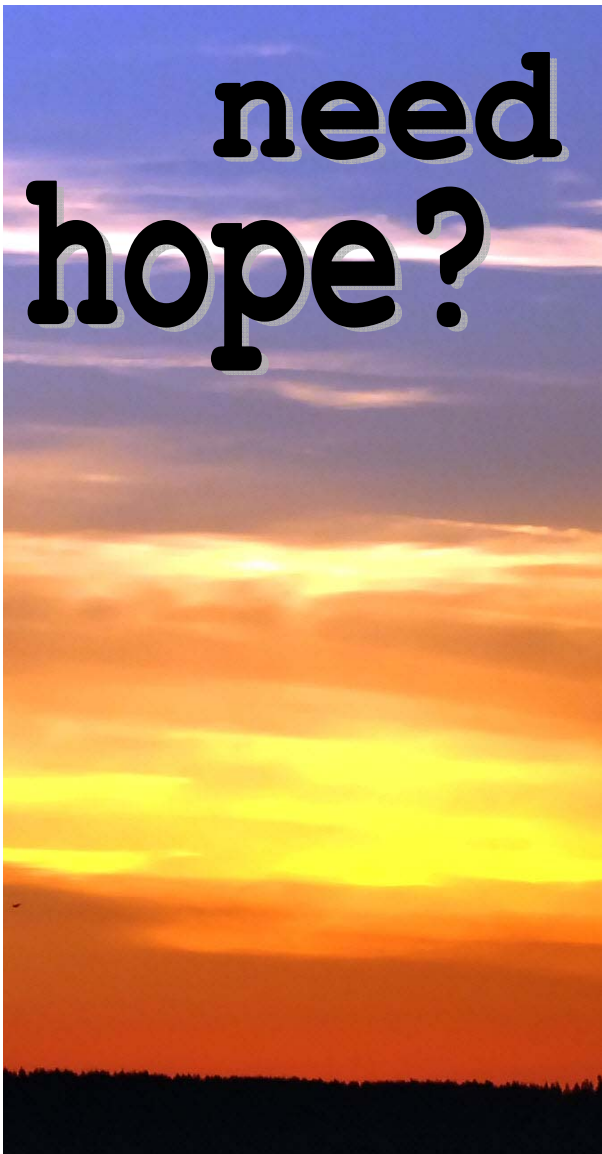
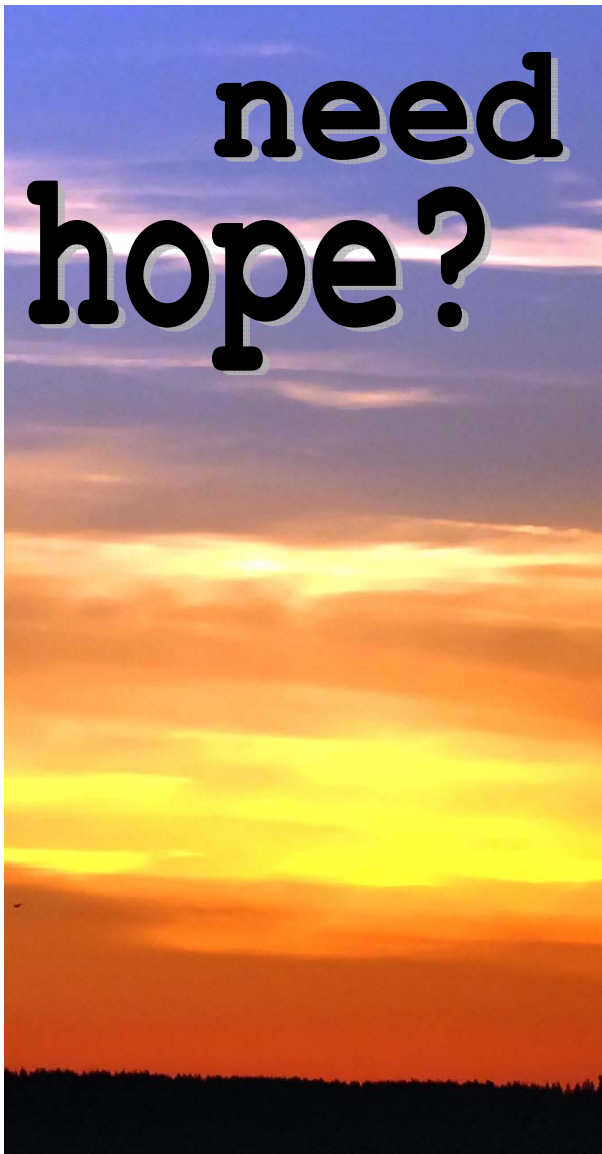
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HOPE?



need
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need
HOPE?



Hope....

The feeling that there is light at the end of the journey. . .

The assurance that someday wrongs will be righted. . .

The joy of knowing you are loved and accepted . . .

The clean feeling of sins washed away. . .

Hope is what Easter is all about.

Join us this Easter Sunday and let us share a message of hope with you.

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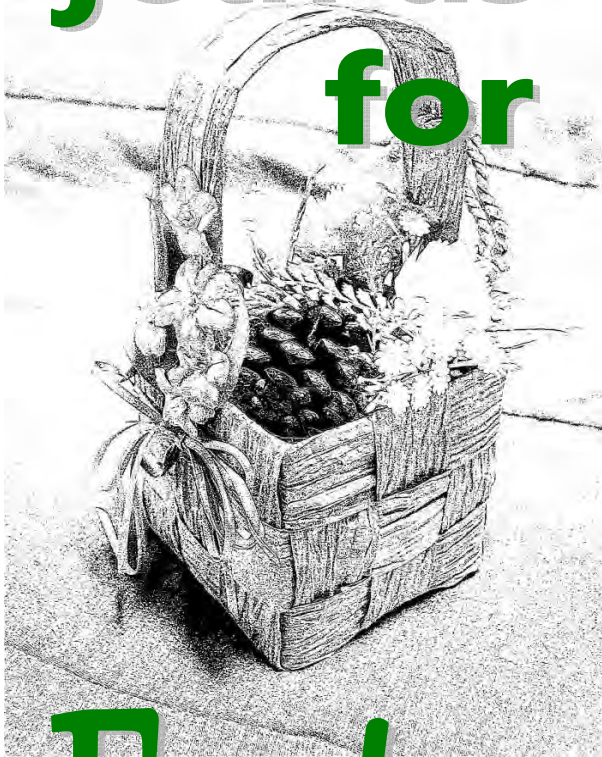
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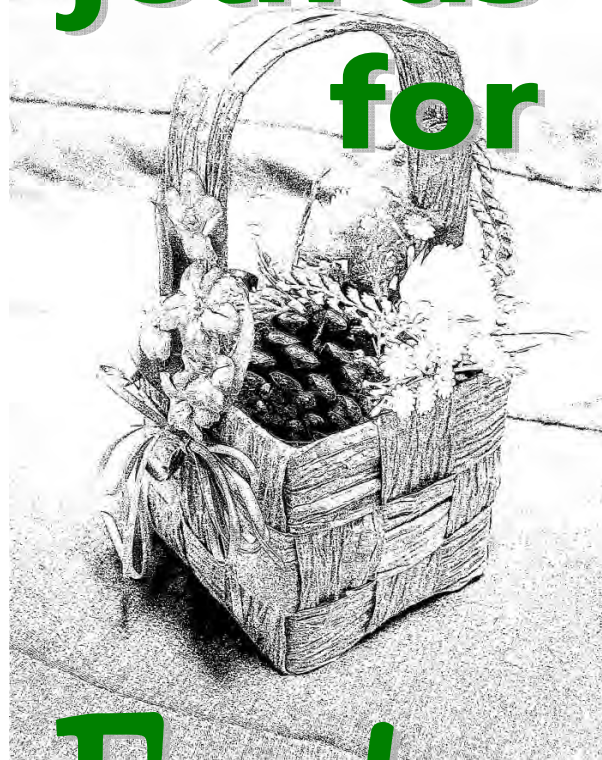
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Links to additional materials to train, equip, and encourage Church Communicators from : Yvon Prehn and Effective Church Communications

Effective Church Communications Training website:
<http://www.effectivechurchcom.com>

The Effective Church Communications website has articles, many training videos, ready-to-print templates and PDFs for church communicators. It has hundreds of entries that can do everything from equip a beginning church communicator to challenging a senior staff member to be more effective in their church communications. Please sign up for our email updates and you'll get short notices each week on new material posted on the site.

Yvon Prehn's books in paperback

A growing selection is available at <http://www.amazon.com>. Just enter "Yvon Prehn" in the search box to go to her list of books.

The regular amazon pricing, shipping, free shipping offers apply.

If you would like to purchase books in bulk at a reduced price, or are interested commissioning a Personalized Special Edition for a training event or conference, contact yvon@effectivechurchcom.com.

To stay connected, get notices of new materials and resources and to be challenged in church communications:

Yvon Prehn's blog: <http://www.churchcommunicationsblog.com>

Twitter: <http://www.twitter.com/yvonprehn>

Facebook: <http://www.facebook.com/EffectiveChurchCommunications>

YouTube videos: <http://www.youtube.com/yvonprehn>

LinkedIn: <http://www.linkedin.com/in/yvonprehn>

Digital versions and downloadable e-books are available from:

Smashwords: <https://www.smashwords.com/profile/view/yvonprehn>

This site has lots of free special edition ebooks. It also allows you to download books in any ebook format. New ones are continuously added, so check back frequently. ***Please pass on this link to church, mission, and other groups for the free downloads.***

Yvon's digital books are also available from these major online and retail sources, just put "Yvon Prehn" into their search function to find the books. These selections are added to frequently, so check back for new titles.

www.amazon.com: Kindle versions for download to the Kindle reader available here

Itunes online bookstore

Barnes and Noble online bookstore

Contact information

For additional questions about the Effective Church Communications ministry, to request free reprint permission of articles, for interviews or contributions to websites or books, email: yvon@effectivechurchcom.com.

Enabling your church to create communications that
Fully fulfill the Great Commission
<http://www.effectivechurchcom.com>