

5 Ways Your Church's Communication Can Become More "Sticky"

As leaders, you want to communicate well to your people but have limited opportunities to do that in a personal setting. There are 168 hours in a week, and you have the captive attention of most of your people for only 1-1.5 of those hours during a worship gathering. How can you most effectively utilize the time you have by ensuring your communication "sticks" long after they leave? By giving people the following five things your announcements can become a powerful pipeline of communication and one of the most impactful components of your worship gatherings:

1

SOMETHING TO LOOK AT

Some people learn audibly, many others learn visually. Consider the reality that in an average church service you have a variety of different types of learners that process and retain information differently. One person may simply need to hear the announcement; another may need to "see" it. This can be easily accomplished through a well-designed slide on the screen that is being projected while the announcement is being made.

2

SOMEWHERE TO GO

It's as simple as, "We're hosting this event, and if you have any questions we'll be at the info table in the hall after service." Or, "This event is coming up and there's more information on the website." They've now heard an announcement about something going on at the church, but they've also been told where they can go to learn more about it.

3 SOMETHING TO HOLD ONTO

Don't just give people something to listen to, but give them something to hold onto that reminds them about what they've heard. It could be a blurb in the bulletin or a postcard in their seats. By giving them something tangible you've extended the lifespan and reach of your announcement – they heard it once that day, but now they'll be reminded throughout the week every time they see what you've given them.

4 SOMEONE TO TALK TO

Announcements, events and scheduling can often sound very logistical and organizational; all the more reason to help make it as personal and relational for your people as possible. It can be as simple as, "We're hosting a luncheon, and if you have any questions you can talk to Sue Smith at the info table or email her at sue@suesmith.com." You've given them a real life human being to connect with.

5 SOMETHING TO SIGN UP FOR

If what you are announcing requires a sign-up, make sure there is an opportunity for people to immediately act upon it. It could be a portion of the bulletin, on a postcard left in their seats, at an info table after service or an online form – or all of the above! By giving people some easy and immediate way(s) to sign up for the event you increase your chances of capturing them in the moment and the likelihood of them attending.

**For more resources, visit
www.MoreThanEnoughTogether.org**