

Suggested Content for Newsletters

Adapted from material prepared by William J. Vermeulen

Remember, it is a NEWSLETTER. Exciting news is the key to effectiveness!

- Things that are new or are beginning — programs, facilities, staff, groups.
- Things for praise and thanksgiving.
- Elements of the church's vision.
- Elements of the church's purpose, values, focus and mission.
- A "Pastor's Corner" where the pastor can give a brief, biblical message.
- Events and programs — announcing them and reporting on results (with stress on value, benefits and outcomes).
- Things that emphasize people-centeredness such as various small groups, fellowship opportunities as a body and in homes, hospitality, social and recreational times.
- Profiles of church members, focusing on how the church's ministry has helped him/her grow spiritually or how s/he is serving the Lord.
- A "Life in the Family" piece, focusing on how people live for God and serve him within the local church. For example, articles on why a Christian should be a church member, attendance at worship, the ministry of prayer, what is going on in the various elements of worship.
- Coming messages — titles, and possibly scriptures and a one-line comment
- Reporting on the church's various forms of outreach and its mission projects.
- Features on families and individuals.
- Celebrations of history and anniversaries.
- Holiday specials and celebrations.
- Any changes (improvements, additions) being made in the ministry.
- Retreats and conferences.
- News about children, youth, young adults, singles.
- Pictures.
- Special promotions of happenings in the different areas of ministry such as the Sunday School (outings, puppets).
- Community outreach and impact.
- Various aspects of growth (attendance, membership).

- Opportunities for involvement
- Special music.
- Accomplishments and milestones.
- Cartoons, quotes, quips.
- The church's needs (be tactful here).
- Special times, events, happenings and news for men and women, and families.