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.