



5 Steps of Effective Church Communications and Marketing: to enable your church to fully fulfill the Great Commission

Yvon Prehn

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Are your church communications accomplishing all you want them to? Are they helping your church grow in numbers or your people in discipleship maturity? Are they helping your church fully fulfill the Great Commission?

If you can't answer that positively, you aren't alone. Despite the extraordinary tools we have to create church communications, many churches stumble when it comes to having an overall goal and vision for their church communications. Church staffs work hard and often create lots of great-looking materials, but tying them to any lasting fulfillment of the goals of the church or the gospel is often difficult.

To change this, to give day-to-day significance and eternal value to your church communication work you need a worthy goal, a North Star, a plan. This book, based on many years of work in church communications, will give it to you.

It does this by providing a North Star for all your varied communications projects which is to fully fulfill the Great Commission. Fully fulfilling the Great Commission has two parts: helping people come to know Jesus as Savior and helping them become mature disciples.

To fully fulfill the Great Commission, the book recommends 5 Steps of:

- Invite
- Inform
- Include
- Instruct
- Inspire

The book goes through each step and explains the communication pieces, both in print and online, that are needed. It talks about the foundation of discipleship that the plan is based on; how the Five Steps came about; the Strategies and Characteristics that should be part of each step, how to evaluate their Effectiveness in your church, and ends with advice for practical Endurance and additional Resources.

The book will transform your church communications from scattered resources into a powerful ministry that will grow your church in size and your people in mature discipleship.

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