

YOU NEED TO ADVERTISE



FULL GOSPEL CHURCH OF GOD

HEAD OFFICE: 012 667 1072/3/4/5

Pastor Tienie Berrangé 083 456 0946
Director of ISAAC, Evangelism arm of the FGC

YOU NEED TO ADVERTISE

BASIC PRINCIPLES

Publicity is **essential** - **you cannot afford to be unknown**. Start **timeously** and do **proper** preparation.

1. Collect all the facts; this is important. Collecting facts is a task that never comes to an end. File the facts under different themes. Visit the library and do research. Get facts about the layout of printing and journalism.
2. Decide on the type of printing you are going to use. It must be easy to read. Decide on the main heading, which should capture the attention. Use clear photos, sketches, drawings and pictures.
3. We introduce ourselves to the public/community. They should **know** who we are, what we **believe**, **what we stand** for and **what we can offer** them. Always use paper of a good quality.
4. Remember that it should be possible to take in the whole advertisement at a glance. Do not say too much, only enough to get the attention of the reader. Only the most important information should be given. If you have much information, summarize it and leave enough space. Check spelling, names, places and times. Keep it attractive, simple, lively and with space to move.

ADVERTISEMENT

Identify the market and divide it into main groups:

- Persons in the vicinity – where and what is to be presented
- Regular churchgoers
- Not regular churchgoers
- Persons who are not churchgoers
- Relatives of the members
- Friends in the field of activity
- Parents and young people
- Infants and toddlers
- Non-Christian public

1. ADVERTISEMENT

- a. Must be true to life.
- b. Reading it must be worthwhile.
- c. Make use of individuals who want to advertise.
- d. It must lead to personal contact.
- e. Start at home.
- f. Get involvement.

2. TYPE OF ADVERTISEMENT

- a. Posters – colourful and attractive
- b. Flyers – colourful and attractive
- c. Letters
- d. Cards
- e. Stickers
- f. Radio and television
- g. Personal invitations

MARKET THE LOCAL CONGREGATION BY ADVERTISING

“Again and again I say to my men privately and in conference. Given character and a bit of ability, nine-tenths of the success and failure of a minister can be hearted in the field of his public relations.” (Bishop A. Frank Smith, Silent Pulpit)

“We should spare no effort in good advertising. Neither should we economize on advertising because expenditures for it are repaid a hundred fold.” (M. Argunov, Soviet Trade)

A farmer was approached by a salesman who wanted to sell him a book. “This book on agriculture will help you to farm twice as well as you are doing at present.” “Listen, young man,” the farmer replied, “I do not need your book, as I am currently not farming half as well as I can.”

1. YOU AND YOUR CHURCH MAY NOT STAY ANONYMOUS

Earl C. Davis was just as well-known as the mayor of Memphis, Tennessee after he had been living there for merely a year. Dr Davis of the First Baptist Church said, “I find it extremely difficult to appear in public without **being** recognised.” His church spent \$40 000 on advertisements during the previous year.

For each church which is well-known, there are hundreds of others situated next to bus routes, busy streets and quiet lanes that keep their names and the times of their services strictly secret.

2. IS ADVERTISING REALLY SO IMPORTANT?

“For the children of this world are in their generation wiser than the children of light.” (Luke 16:8 MKJV)

A full-page colour advertisement in Readers Digest costs \$58 900. A full-page black and white advertisement in the Chicago Tribune costs \$4 791. Ten seconds on NBC television in Los Angeles costs \$600 and a one minute flash \$1 320. The cost of making a one minute television advertisement is \$5 400. (These prices are ancient)

Why are businessmen prepared to pay these exorbitant prices for advertisements? Because they know that advertising is not only important, but is also vital for the success of their businesses. The old saying is: “It pays to advertise.”

3. DRIVE YOUR MESSAGE HOME

Just because you spent some money to buy space for an advertisement does not imply that the readers will pay any attention to what you are trying to say. From eyes that do not see, ears that do not hear we are protecting ourselves from criticism, whether positive or negative.

Each day 4.2 billion advertisements appear in more than 2 000 newspapers; millions of others in 8 158 weekly periodicals and 1.36 billion more in 4 147 magazines. (Fested Ad Methods) (outdate statistics).

The art of advertising is to involve the reader, to include him; to establish a two-sided affection, good-will, from a one-sided message.

LET THE NEWS TAKE NOTICE OF YOUR CONGREGATION

The congregation is an **exciting** place. **Wonderful things** happen there in our lives. Sinners come to repentance, healings take place, people are baptised in the Holy Spirit and prayers are answered. The Word is being preached in a lively way, people receive new visions and experience happiness and peace.

Every person in the congregation is a **biography** which should be written. Every service is an **important** gathering. Every mental, physical or spiritual handicap is **news-in-the-making**. The congregation is a **bubbling** fountain of activities – and activities are **news**. And news **must be made known**.

It is the responsibility of the pastor to see that his congregation **stays in the news**. Good news is the primary task of the congregation. We are living in a world where there are many ways of spreading news. Professional media are involved in journalism, filming, recording and distribution of CD's and DVD's etc. Do we do our best in making use of these important areas to market our congregation and to improve our relationships with the community?

Our aim here is (a) to exchange ideas on how to help an ordinary congregation to gain the attention of the news media, (b) to take cognisance of the different channels through which we can work, (c) to reach our goal and (d) to supply a few guidelines to those who long for more publicity but who have up to now been unable to do so.

1. WHAT IS NEWSWORTHY?

Look at any local newspaper and the newsworthy items will immediately draw your attention.

Politics, the economy, accidents, assaults, the weather, sales, dogs and cats, houses, employment – and the list continues. Now think in terms of your congregation: evangelism campaigns, special services, youth activities, music festivals, men's gatherings, women's activities, educational projects, signs and wonders, healings, deliverance. From demons to personal victories – all these are very good examples of things that are newsworthy.

You must, however, look at these things with a positive, critical eye; otherwise you will not bother to report these things to the news media.

Let us look at a typical example: The Women's Association meets on a monthly basis in the church hall. This is an announcement. But suppose the ladies sponsor a meal and Agnes Smith gets first prize for her baked beans recipe. That is news. Almost all the newspapers in town will be willing to publish a well-written article with the recipe and a photo of Agnes Smith.

The Youth Choir with Peter Stone as soloist will be giving a recital in the church on Sunday evening. This is an announcement. Peter Stone has recently

Advertise yourself and your congregation. Find out who is responsible for the news reports – local and church news. Spend some time with the divisional editor who you regard as the one who will provide most exposure to your congregation. Find out what will interest him/her most. Record his name, address and telephone number. Inform him that you will contact him at a later date.

Follow the same procedure in respect of the radio and television stations. At this stage you are looking for a mutual understanding and commitment. Let them know that you have great respect for their professional expertise and that you expect to use it on behalf of your congregation. Tell them that you are ready to supply them with news and items of interest. Always send your material to the same person.

If your article is published and you discover that it has been changed in an unacceptable way, what are you to do? Should you complain, or just forget it? No, this is not the proper way to deal with the matter. Visit the editor in a friendly way and do the following:

- a. Compliment him on the way your article was improved. If you cannot do this with a clear conscience, apologize for the fact that you were unable to represent the newsworthy item in an understandable way. Ask him what you have done wrong and what you should do to improve your next article.
- b. Try to be the type of friend and source of news with whom the editor would like to maintain contact. They receive more than their share of complaints. Your attitude will be of benefit and when something really great happens in your congregation you will have a friend who will be more than willing to help you with publicity.

Some pastors may say, "I neither have the time nor the ability to write news articles. What am I to do?" You do not have an excuse.

DEVELOP A SYSTEMATIC PROGRAMME TO MARKET AND PUBLICISE YOUR CONGREGATION

Appoint a Public Relations Officer in your congregation to take care of writing articles. Other ministers are appointed. If you need an attorney, a plumber or an electrician you hire one. So, appoint a young man or lady, a teacher or any person that can be trained as a PRO. Expose him/her to editors, news items, articles, training material, journalism etc. There are congregations and schools that arrange writing competitions in order to discover latent journalistic talents.

You may decide to rather have a publicity committee or a liaison committee. You will have to assign tasks to them and ensure that the work is done effectively. Only committees that function are worthwhile having. The liaison committee is a committee that must act: they arrange publicity in newspapers (Deut. 32:3), personal contact (Mark 2:1) and preaching (Luke 10:1).

1. **USE YOUR PUBLICITY COMMITTEE**

Transform them into a specialist committee. They must watch newspapers, posters, banners and various other methods of publicity that the media and others are using. They must:

- a. Create and prepare advertisements
- b. Supervise the distribution thereof
- c. Determine the scope of the advertisements

2. **MEANS**

- a. Newspapers
- b. Radio
- c. Telephone directories to make personal calls
- d. Post cards and letters of invitation
- e. Canvassing by means of door-to-door surveys
- f. Door handle advertisements
- g. Posters
- h. Handbills in newspapers, at houses, in streets, at schools etc.
- i. Bumper stickers
- j. Lapel badges or stickers
- k. Distribution of the above in the streets
- l. Walking through busy shopping malls etc. with a bell and posters on boards, one in front and another at the back of the person.
- m. Requesting the placing of flyers in shopping bags at chain stores
- n. Restaurant folders
- o. Street banners
- p. Large banners on church and other buildings
- q. Circulars

Time, funds and staff are required to do all the above. A reminder a week before the due date is necessary to help people remember. It pays to advertise.

3. **ESTABLISH WHERE YOUR MARKET IS**

- a. Regular churchgoers
- b. Irregular churchgoers
- c. Those that stopped coming to church
- d. Relatives of members
- e. Friends in the neighbourhood
- f. Youth in the neighbourhood
- g. Parents of the youth
- h. Infants and toddlers
- i. The non-Christian community

Go where they are; at schools, colleges, universities, hospitals, flats, stations, shopping centres etc.

4. **ADVERTISEMENTS SHOULD...**

- a. Be true and trustworthy
- b. Promote meritorious matters
- c. Use those who want to be used
- d. Make use of professional advice, art and sketches to draw attention

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2. **THE ARTICLE ITSELF**

Everyone writing articles should use a computer. Otherwise it should be typed by a typist.

Use white A4 paper of good quality. The manuscript should be typed on one side of the paper only with a space of 2cm all-round, except on the first page. The title of the article and the name of the author are given first and the first paragraph should start halfway down the first page.

Typing is done in double spacing and a copy of the article should be filed. In the event of the original which is dispatched to the editor, getting lost, the copy would prove valuable. The published article may also be compared to the copy to establish which changes have been made.

(Type a line in the top left-hand corner of each page to indicate the last phrase on the previous page.)

At the end of each page on the right-hand side the word "continued" should be inserted to indicate to the letter setter that the article is not finished yet. At the end of the article the word "End" can be placed.

Paragraphs are separated from each other by a blank space. The new sentence starts two spaces after the full stop behind the previous sentence. Last minute alterations should be done with the computer, but if not, they should be done neatly, readable and with ink.

3. **PHOTOS AND ILLUSTRATIONS**

Clear photos and illustrations render the article more attractive and printable. Photo journalism does not form part of this workshop, yet certain mistakes in dealing with photos should be avoided.

Art materials, photos and illustrations should be handled very carefully. Never write on either the back or the front of a photo. Type the information on a piece of paper and paste it to the back of the photo. If you have to make marks, do it on the edges. Never use paperclips on photos as it can bend, scratch and damage the photos. Beware of fingerprints on photos.

4. **A SELF-ADRESSED POSTCARD**

This makes it easy for the editor to acknowledge receipt of the manuscript. Then you know that it did not get lost in the mail and that you can expect that the editor will contact you again.

5. **THE ENVELOPE**

Include a self-addressed envelope of 16 x 23cm with the article. Should your article be rejected it is easier for the editor to return it to you. It also reduces the chances that your article may get lost. If you have written the article on request of the newspaper, such an envelope is unnecessary.

6. **POSTAGE STAMPS**

Include sufficient postage stamps with the article to make it easier to return your article if it is rejected for publication.

7. **CARDBOARD**

The article and photos should be protected by two pieces of cardboard before it is inserted in the envelope. Address it correctly to the editor or the responsible person. Have it weighed at the post office that will fix the correct stamps on it and mail it.

CONCLUSION

Getting your congregation "in the news" is the first step in getting it in the eyes of the public. Most items of news have their limitations. You cannot prescribe to the journalist what he should write. Therefore if the article is published you run a certain risk. For this reason you should use your influence. There is an area of publicity that you can control – paid advertisements. If you budget for that and use professional assistance, it may benefit your congregation tremendously. Businesses use it to their advantage. Sin has its own flagrant marketing. Therefore the church should also market by advertising.

Choose a theme for the year, the campaign or the particular event and display it on letterheads, envelopes, posters, advertisements, flyers, brochures, noticeboards, etc. Express it in your unique style and way; express it in clear, simple language and in the newspaper of your choice. It is the right thing to do.

In 1977 Clay Schoenfeld , a professor at the University of Wisconsin published the following formula for writing effective brochures in the Readers' Digest. He called it his 30-3-30 plan. Write your message in bold letters so that it can be read in 30 seconds. That is all time people have for reading it. Use sub-titles and main points that can be read in 3 minutes. That will capture their attention. Then continue and complete your message so that those who are interested in details can read it no more than 30 minutes.

This is good news for all advertisements and brochures.

Your congregation represents the Kingdom of God in your town and community. Your product is the best available on the market. And your market is great and your sales potential is unlimited.

Advertise it with confidence. Say it aloud. Repeat it over and over. Newspapers publish a lot of things that are not as exciting as news about God's things.

THE MOST IMPORTANT PART OF AN ADVERTISEMENT

"The headline is 5 -75% of the advertisement. Selling punch in your headline is the most important thing. SEEN FOR A SECOND, your ad will be heeded or passed by." (Don Belding, Printers Inc.)

"The greatest crime and advertisement can commit is to remain unnoticed." (John Caples, Batten and Osborne Inc.)

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It is pointless to spend your money if you do not capture the imagination of your reader. You need to draw his attention for only one second. His eyes must be glued to your advertisement as the salvation of his soul depends on it.

What do people read? HEADLINES! And what do you read? HEADLINES! What makes you decide to read an article or an advertisement? The HEADLINES! The best headline is the one that draws the attention of the readers.

“RETIRE AT 55”

“YOU NEED NOT WORRY ABOUT MONEY ANYMORE”

“YOU CAN BE THE PASTOR OF A LARGE CONGREGATION”

1. **FUNDAMENTAL RULES FOR WRITING HEADLINES**

- a. First and foremost: You must be interested in and excited about the headline.
- b. Concentrate your news to a large extent in your headline.
- c. Avoid sombre and negative headlines.
- d. Suggest in the headline that there is a quick and easy way for the reader to get what he needs.

See that the core of your advertisement is in the headline. Use it as a hook to interest the group of people you want to reach.

2. **HOW TO DEAL WITH LONG HEADLINES**

Short and powerful headlines are better but a lengthy headline that really says something worthwhile is still better than a short one that does not have any meaning. The whole lengthy headline may be printed in the same letter type or one or more of the IMPORTANT words may be printed in extra-large letters.

3. **LAYOUT AND CHOICE OF LETTER TYPES**

Use strong, black, large and readable letters in the headline and the important points. Never make use of ornamental letter types but rather letter types that are easily readable. Allow enough spacing for the headlines and make it so clear that the casual reader can see it at a glance.

(The blueprint of the engineer or the floor plan of the architect) The layout must indicate the following to the printer:

- a. The form
- b. The size and placing of the photo or illustration
- c. The size and style of the printing
- d. The type and width of the margins
- e. The colour
- f. The size of the advertisement
- g. Any additional information

White space: Leave sufficient white space as it emphasises the printed part.

4. **REACH VERSUS REPEAT**

By reach we mean the range of the coverage and by repeat the number of times the advertisement is going to be placed. No advertiser, not even General Motors, can obtain maximum benefit from an advertisement if it is not placed repeatedly.

5. **USE REPEAT TO INCREASE REACH**

Adolf Hitler had the following saying, "Say it often so that it can be fixed in the mind." You will not reap success if your advertisement is only placed once. If you want to use repetition your objective should include:

- a. To remind the readers (or listeners) of a previous message they may have forgotten
- b. To overcome the mental resistance that prevented a previous message from being driven home
- c. To penetrate the thoughts of the reader and convince him from another perspective

6. **THE MESSAGE**

What interests people most? People are most interested in themselves and their families. That is why subjects like eating, comfort, love, self-interest and self-benefit are used so often in most advertisements.

Most reactions to advertisements can be classified under one of the following 9 desires:

- a. Self-protection
- b. Love for the family
- c. Expression of inner feelings
- d. Jealousy
- e. Laziness
- f. Lust
- g. Gluttony
- h. Pride
- i. Greed

7. **PLOP, PLOP, FIZZ, FIZZ OH WHAT A RELIEF IT IS**

All advertisements are calls for action. If an advertisement is to be successful it should be seen, read, remembered and cause reaction. The most important words in advertisements are NEW, YOU and FREE. Remember to include them in your advertisements.

The "Our Father" cannot be written on a grain of rice. Use repetition to make your advertisement more effective. Advertisements pay for themselves.

The main motivator of the consumer is self-interest. When you plan your advertisement, ask yourself, "Which of the following subjects is the one that interests Mr Smith the most?"

- Rugby
- Money

- His occupation
- Mr Smith

OTHER METHODS OF ADVERTISING

1. POSTERS – HANDBILLS – NEWSPAPERS

When you advertise a campaign or special services you should remember that a changed or NEW approach is always fruitful. Do something special that will draw attention.

2. THE “SERVICE ADVERTISEMENT” METHOD

- A pocket book with your advertisement at the back of the book
- A shopping list with your advertisement on the reverse side
- Your advertisement on the cover page of a telephone directory
- Your advertisement on a calendar

3. BANNERS

- A banner on a motor car is by far the most effective
- A large banner at the church to advertise a special event
- Banners at public places with permission of the municipality
- Banners at strategic places on private premises
- Banners carried by young people to advertise special events

4. ADVERTISE FROM THE PULPIT BY MEANS OF ANNOUNCEMENTS

Announcements from the pulpit are regarded by most churchgoers as the least interesting part of the service. Very few listen and hear what you say. Here are some hints that might help you to improve this situation:

AVOID THE NEGATIVE APPROACH:

- The EXCUSE of asking members to assist with activities of the congregation
- The desperate PLEASE!
- The idea that “You’re doing God a favour”
- The monotonous “dead letter” method
- The “endless lamentations” etc.

THE POSITIVE APPROACH:

Verbal announcements should:

- Be made at a time where there is no climax e.g. not directly following a wonderful session of praise and worship or directly following a session of witnessing
- Be made in between items that are not talk orientated

- c. Highlight specific areas of interest in terms of the normal activities (It should sound like NEWS. Personalities always draw attention.)
- d. Include variety and a change in the way of announcement from service to service
- e. Include interruptions, for instance where the youth leader is allowed to make a special announcement

THE LIAISON COMMITTEE

Apart from the tasks that the Pastor assigns to this committee they should also get involved in marketing the congregation by writing letters. The congregation should be motivated to report all interesting events and happenings to this committee. This includes: births, deaths, accidents, burglaries, illness, betrothals, marriages, achievements, newcomers etc. The names, addresses and particulars of each event must be reported in full upon which the PRO will write a suitable letter to the people involved.

Regular feedback should be given to the congregation which will serve to motivate them anew to be on the lookout for events and happenings in and around the field of activity. Copies of all letters sent and any feedback should be filed. This prevents the posting of an additional letter to the same person and also helps to monitor the results.

Examples of the different types of letters are attached but we encourage pastors to adapt the letters by adding their own special character.

DRAFT LETTER TO AN ACHIEVER

Dear

Congratulations!

We have heard that you have received a special award for/We have been informed that you have been chosen for..... You are a great asset to our community and on behalf of Pastor..... and the congregation of the Full Gospel Church of God of (the place) we want to convey our sincere congratulations on your achievement. We pray that God will continue to bless you exceedingly.

If our congregation can ever be of service to you, please do not hesitate to contact us at (tell no.) We will gladly assist you.

Cordially yours

Public Relations Officer

DRAFT LETTER TO A BEREAVED FAMILY

Dear.....

We have heard of the death of your loved one. On behalf of Pastor..... and the Full Gospel Church... (place) we want to extend our deepest sympathy to you. We want to assure you that in your time of bereavement we are praying for you.

We are a congregation that strives to support and assist people when they go through trying times. If there is anything that we can do for you, please get in touch with us at telephone number..... or fill in the included card and post it to us. We are more than willing and ready to assist you wherever we can.

May God bless and console you during this time.

Prayerfully yours

Public Relations Officer

DRAFT LETTER TO THE VICTIM OF A TRAGEDY

Dear

Your recent terrible experience has come to our notice. On behalf of Pastorand the members of the Full Gospel Church,(place) we wish to assure you of our deepest sympathy. We fully realise that you are going through a very trying time.

You may realise that the accident could have been fatal. You yourself could have lost your life. If this was the case, would you have been ready to meet your God? All of us will have to face this reality sooner or later. Then the answers to the following questions are important. "Am I ready to meet God? Do I have the assurance that I will spend Eternal Life in the presence of God?" I trust that you do have that assurance of your salvation.

However, should it not be the case, I want to share a few thoughts with you on how to achieve eternal life.

1. Our life on this earth must come to an end. To you this idea comes easily because you have just had a narrow escape. All of us have a desire to live. But nobody is ready to live unless he is ready to die. To be ready to die really means that you know God, that you and God are friends. It also means that your sins have been forgiven and that you are in the will of God.
2. Your life will be judged by God. The Bible says in Hebr. 9:27 "And as it is appointed to men once to die, but after this the judgment." The Bible says further that all of us are to appear before the judgement seat of Christ and that everyone should be accountable before God. (See Rom 14:10)
3. There is only one way to prepare for life, death and judgement. That is by accepting Jesus Christ, the Son of God as your personal Saviour and Redeemer. (John 1:12) He is God's only way to salvation. (John 14:6) The

Bible says in Act 4:12 “And there is salvation in no other One; for there is no other name under Heaven given among men by which we must be saved.”

4. *This is the opportune time to make this choice for your life. Pray to God to forgive all your sins for the Bible says in 1John 1:9 “If we confess our sins, He is faithful and just to forgive us our sins, and to cleanse us from all unrighteousness.”*

We at the Full Gospel Church of God are praying for you and we invite you to attend our services whenever you find the opportunity. You will be most welcome. Here you will find true friends and friendship.

Yours in Christ

Public Relations Officer

DRAFT LETTER TO NEW PARENTS

Dear

Congratulations!

We have also heard the great news; God has blessed you and your family with a new baby. We know that it is a reason for great excitement, joy and happiness.

Our pastor and the whole congregation of the Full Gospel Church of God at want you to know that we share in your happiness.

God has given you a great responsibility, namely that you should raise your child in the fear of the Lord.(Pro 22:6) Therefore your child will need a healthy body, a strong character, a good mind and most importantly spiritual exposure and growth. We pray that God will give you the wisdom to feed this little baby in the spiritual things.

Our congregation ministers to the total needs of its members and friends. If you are not involved as members of a congregation we invite you to attend our services. If we can in any way be of assistance to you, please contact us at telephone number or return the enclosed postcard after having filled in the necessary information.

Once more we want to wish you well and pray that God will bless you abundantly.

Yours faithfully

Public Relations Officer

DRAFT LETTER TO A NEW BABY

Dear

So, you have decided that the time has come for you to show yourself to the world. We are very glad that you have taken your place in the happy family of They planned for your arrival well in advance and with great expectation. You are fortunate to have such a wonderful and loving mom and dad.

....., you have already started growing but it is important that you should not grow physically only, but also spiritually. Tell your father and mother how important it is that you start attending services already from an early age. The church is going to fulfil a very important role in your life. The teaching of Jesus is the only basis for a complete life. You must always remember that your parents and you are most welcome at the Full Gospel Church of God at

If there is anything you would like us to do for you, ask your parents to contact us at telephone number or let them return the enclosed card.

We pray that God's richest blessings may be showered upon you while you are growing in wisdom and in body.

Yours in Christ

Public Relations Officer

DRAFT LETTER TO A NEWLY MARRIED COUPLE

Dear Mr and Mrs

Your marriage is in the news! We, at the Full Gospel Church of God at have heard that you have been married recently. Our Pastor...., the whole congregation and I congratulate you and pray that God's abundant blessings will be your experience in this new challenge and undertaking.

The marriage vows are certainly the most sacred promises that a man and a woman can ever make. God is the author and designer of marriage and the family and we trust that you will include Him in all your plans for starting a new family.

Normally an experience such as marriage makes us realise how deeply dependent we are on Jesus Christ. We at the Full Gospel Church of God at offer you our services. Our Pastor, staff and members will be glad to assist you in any possible way. If there is anything with which we can assist you, please feel free to contact us at telephone number..... or simply post the included card. It will be a privilege for us to be of service to you.

Warm greetings in Christ

Public Relations Officer

YOU NEED TO ADVERTISE

DRAFT LETTER TO VISITORS

Dear

It was a privilege to have received a visit from you at our congregation last Sunday. It is always a pleasure to welcome our friends and visitors.

Our services are prayerfully planned and prepared so that we can meet the needs of all those who attend those services. Normally visitors to the Full Gospel Church of God at cannot keep quiet about the loving, warm, hearty and sacred atmosphere that characterises our services. So we trust that you too received a great blessing during the service and that you will soon visit us again. Our congregation is the spiritual home of those who love God. .

If we can in any way be of help or support to you, please feel free to contact the church office on weekdays between 09:00 and 12:00 at telephone number..... or fill in the enclosed postcard and post it back to us. It will be a real pleasure for us to be of assistance to you.

We really hope that you will soon visit us again.

Cordially yours

PASTOR

DRAFT LETTER TO NEWCOMERS

Dear

Welcome to

I have noticed that you recently moved into our area. On behalf of the Full Gospel Church of God.....congregation I want to warmly welcome you and we trust that your stay will be a long and a happy one.

I also trust that your stay will include regular attendance of a church. On behalf of all our members I invite you to attend the services at our congregation. We are a friendly group of people who have the sincere desire to make heaven our home. Our church building is situated at (physical address) and our services are conducted at 9:00 and 18:30 on Sundays.

If you wish us to assist or support you in any way, please contact our church office at telephone number..... between 09:00 and 12:00 on weekdays or return the included postcard.

We pray that God will bless you richly with true happiness and prosperity while you are living in this area.

Cordially yours

PASTOR

YOU NEED TO ADVERTISE