

# Publicity

Clear, well-designed publicity is essential for communicating with the outside world. It needs to be visually appealing, instantly understandable and readable at a distance. The wider community may not be aware of how many events and initiatives you run. People new to the area may be looking for a church to go to, and might be interested to know your denomination and style of worship, as well as getting an idea of church life. They may also want contact details for their local clergy. Make it easy for them to find out!

## Publicity includes:

- Leaflets, flyers, cards and posters
- Church banners, signs and noticeboards
- Parish magazines
- Parish websites
- Radio, TV and social media
- Stalls and tents at markets, shows or fairs

## Consider your audience

This falls into two main groups: existing church members needing information and potential visitors/future members. Make a list of (a) who is likely to visit you, (b) what they might be looking for, (c) what you can already offer them, and (d) what you might offer in the future. Research into the needs of your local area may throw up some surprising results.

## Consider your messages

Make a list of the five main things you would like to communicate, and put one or more of these into every single item of publicity you use. The Five Marks of Mission may help: [www.anglicancommunion.org/ministry/mission/fivemarks.cfm](http://www.anglicancommunion.org/ministry/mission/fivemarks.cfm)

## Where to start

Find a volunteer, preferably someone who has designed publicity before and knows what good publicity looks like. Passionate communicators are essential: your volunteer's enthusiasm will make all the difference. <http://getyourchurchnoticed.com> is also very helpful.

## Top tips

- Keep the main design neat, simple and uncluttered, with minimal text
- Photographs must be good quality. Download for free via the likes of [www.freefoto.com](http://www.freefoto.com), but if you use copyrighted images without permission, you may be fined!
- Put your church logo on everything you communicate with, including your church sign and/ or notice board. If you don't yet have one, get someone to design one
- Same for your parish website. If you don't have one, download our 'Parish Websites' guide from [our Toolkit folder](#) and make a start
- Keep your church notice board tidy and up to date
- Find out where your audience is, and publicise there
- If possible, include full telephone numbers and email addresses so that inquirers can get in touch easily
- Be realistic about the level of detail you allow in a parish magazine. Again, consider your audience. The Editor's decision is final!

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