EBV80 - Publicity and the local church

You'll find the following pages helpful in understanding how to take a different approach with laying out your publicity materials for evangelism.

Of course, evangelism doesn't just mean holding events. Christmas and Easter are excellent times to do something a little more attention-grabbing, and there are great opportunities with every baptism, marriage and funeral.

Once you've become accustomed to approaching layout a little differently, you'll see that even your church accounts can be given the creative treatment!

The images remain the copyright of istockphoto.com, so you will need to purchase them if you want to use them. But the ideas for headings in this document are without copyright, and are free for you to use or adapt. Hopefully, they'll help you to start thinking up your own ideas.
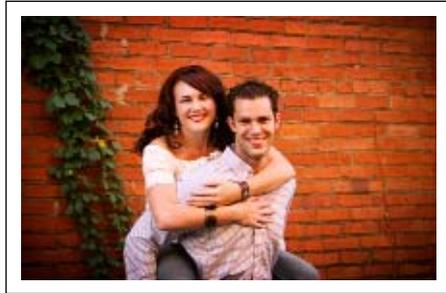
Images
All of the **images** in this document are available at www.istockphoto.com, for anything from 50p to about £5. Simply register, purchase a block of credits, start searching using your keywords, and then download your image/s. After that, you can use them pretty much anywhere and any way you like - but do read the license agreement, just to protect yourself. istockphoto does great illustrations and movies, too.

Fonts
The **fonts** in this document are all variations of Franklin Gothic, which is a standard Windows font - it's particularly useful because it comes in several weights (Book, Medium and Heavy) and there are condensed versions, too.

# Using photography in a more interesting way

The principles will apply to any item, but let's say you're producing a leaflet for couples preparing for marriage. This is the photo you've chosen to work with:


The example on the right is an uninteresting way to use the image, which leaves it 'floating' on the page.

This usage won't appeal much to the audience - most of whom will be young couples, many from outside the church and the faith.

Now let's look at some more interesting approaches with the same photo... none of which cost a penny more.

Preparing for Marriage

at

St Whatnot's Church, Erehwon.
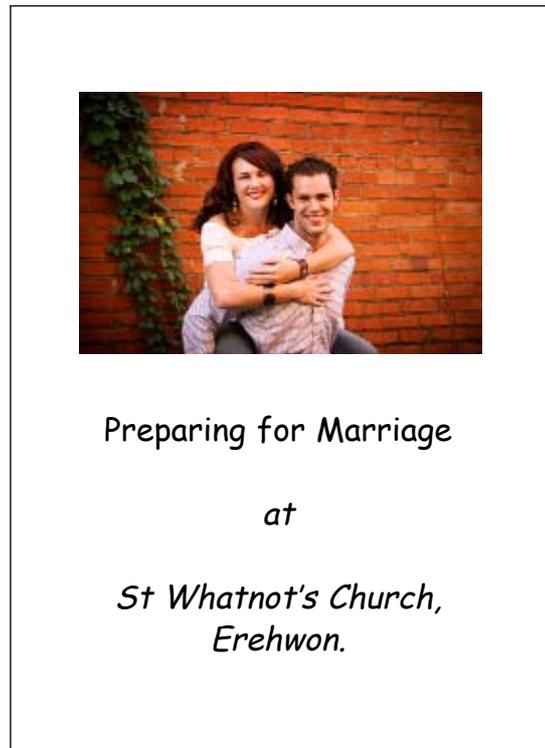
Avoid centering your text; don't give it all the same weight; avoid italics, and avoid the font 'Comic'! Don't spread a small volume of text out to try and fill the page.

Preparing for marriage
at St Whatnot's Church, Erehwon
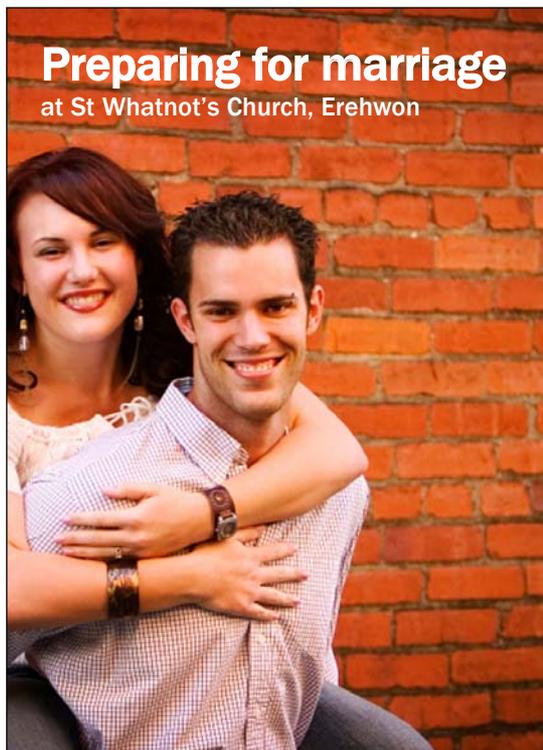
If the image you have is sufficiently high-resolution, crop right in and 'bleed' it off the edges of the page. (If printing with an office printer, trim off the white borders using a scalpel & a metal ruler.)

Preparing for marriage
at St Whatnot's Church, Erehwon
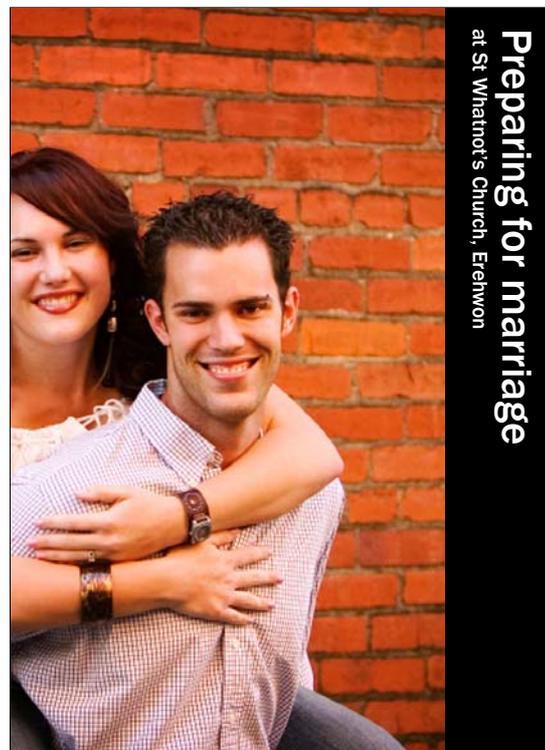
Using a similar technique, add a strip of solid colour (which could even be white) to your outer edge, and rotate your text so that it runs vertically.

Preparing for marriage
at St Whatnot's Church, Erehwon

Or, you could divide the page horizontally. Whichever way you do it, it's best to work in logical proportions, such as halves, quarters or thirds. Avoid centring the subjects on the page.
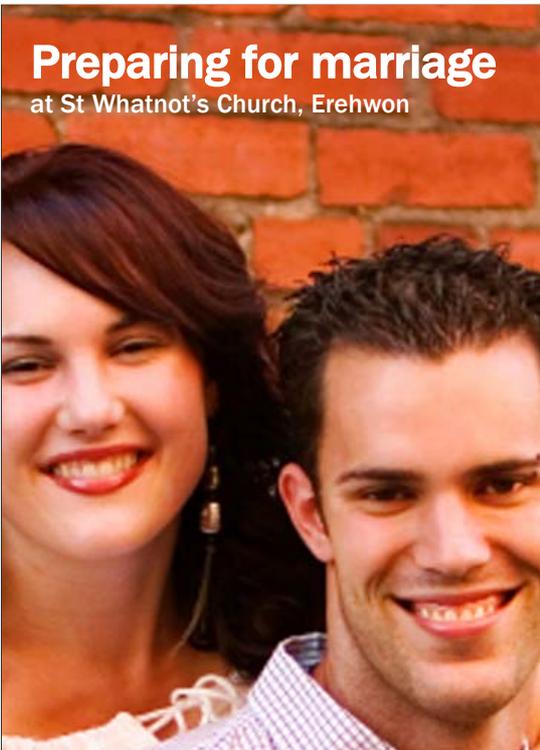
Preparing for marriage
at St Whatnot's Church, Erehwon

If you can't run to colour, you can still do an interesting layout in greyscale.

Preparing for marriage
at St Whatnot's Church, Erehwon

Providing you have the resolution to play with (shoot or buy your image at a minimum of 300dpi, although you can get away with 150dpi when printing with an office printer), try a closeup

Preparing for marriage
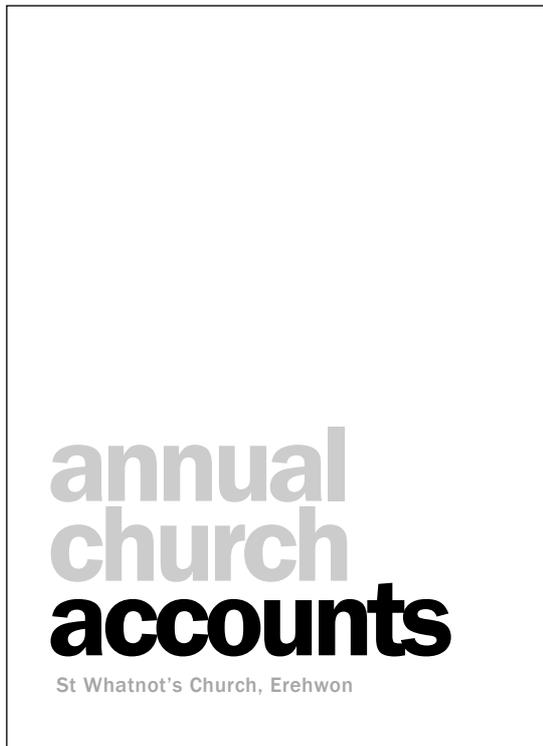## at St Whatnot's Church, Erehwon

If you have a graphics package on your computer, you could 'cut out' the image (or search the image libraries using the phrase 'cutout' as well as your keyword) to give a clean, fresh feel.

Using black & white typography, without an image

Your annual accounts may not be a chance for evangelism (although who knows!), but these show you that nothing is beyond a little creativity:

## Annual church accounts

St Whatnot's Church, Erehwon
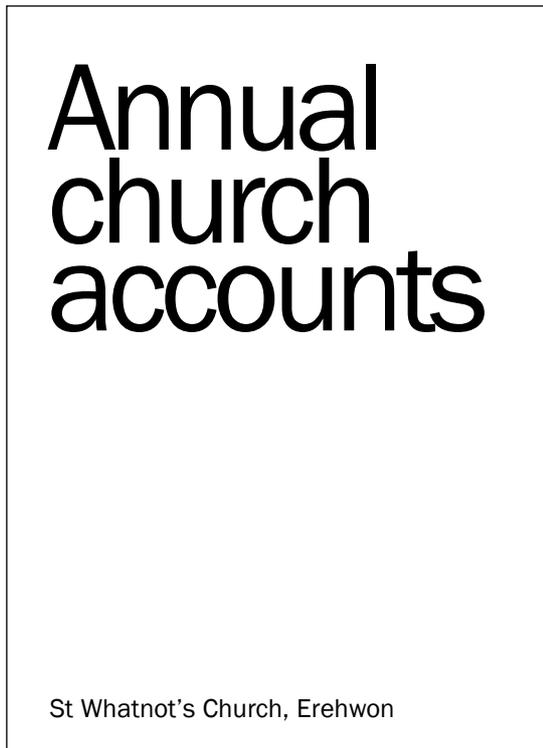
Inexpensive, one-colour print need not be dull. Use plenty of white space for impact, and avoid the temptation of bold, italics, underlining - or anything done simply to fill the page.

## annual churc hacco unts

St Whatnot's Church, Erehwon

In this contemporary style, there are no spaces: the eye can make sense of the words only because the middle one is in grey (in this case, 25% of black, so it's still a 'one colour' design).

annual church **accounts**

St Whatnot's Church, Erehwon

Titles don't have to go at the top. And text doesn't have to be black - for a one-colour print, it doesn't even have to be 100% black. Don't be afraid to use all lower-case, or to have letters pushed close together, both horizontally and vertically.

## annual church accounts
St Whatnot's Church, Erehwon
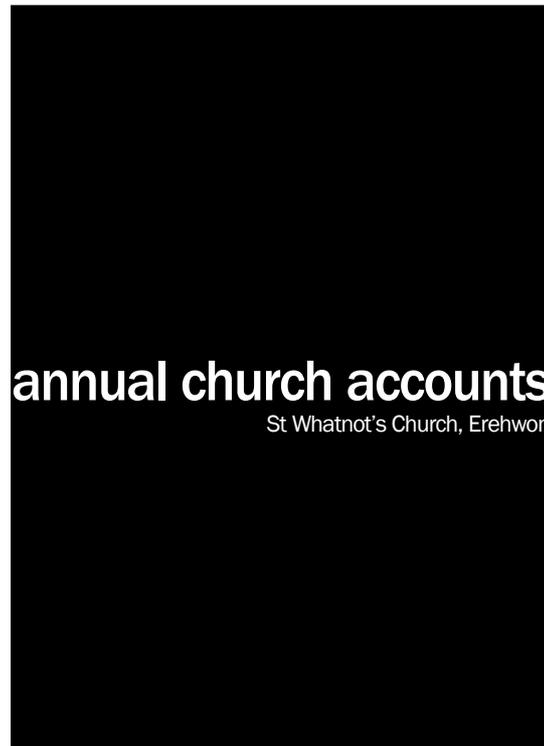
Let yourself go with large areas of black - but it won't look good run off on an office printer or photocopier: save this effect for professional litho printing.

Tangential imagery: baptism example

Baptism isn't just for infants, so take care when using traditional 'font' imagery. When searching online image libraries with the keyword 'baptism', you'll get a lot of very traditional imagery. Think laterally: search using 'water' or 'new life'.

Baptism
at St Whatnot's Church, Erehwon
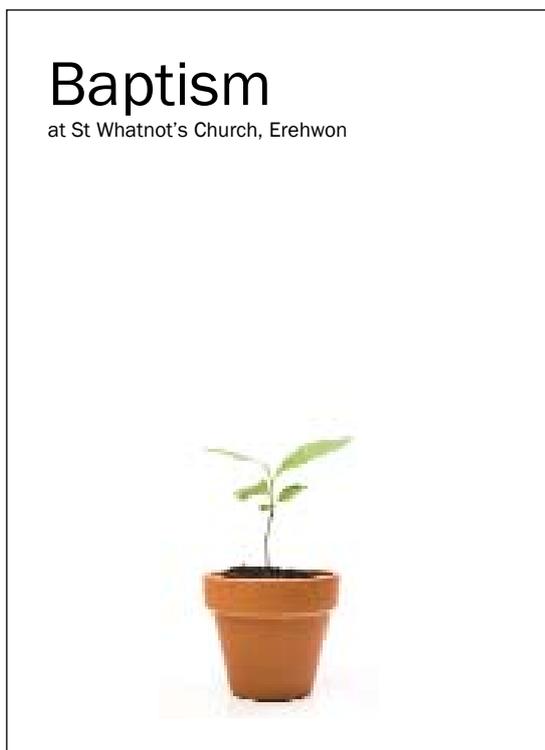
'Cutout' images are easy to use, because they don't need to bleed off the page.

Baptism
at St Whatnot's Church, Erehwon
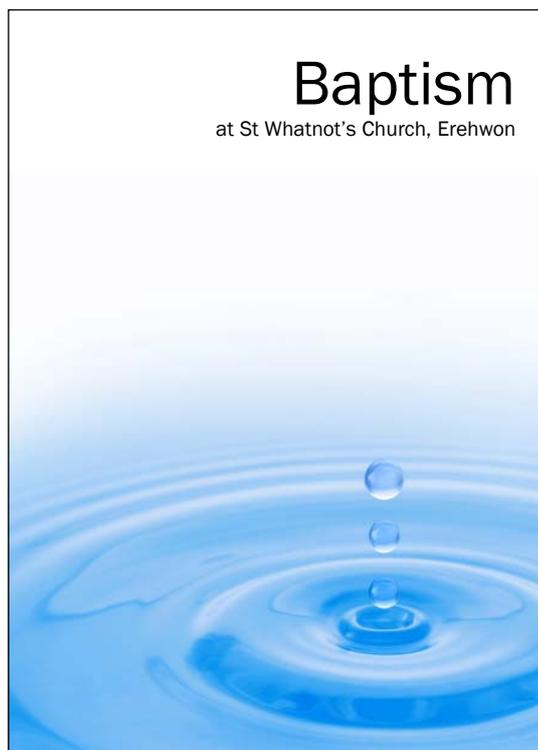
Try right-aligning your text, for a change.

Baptism
at St Whatnot's Church, Erehwon
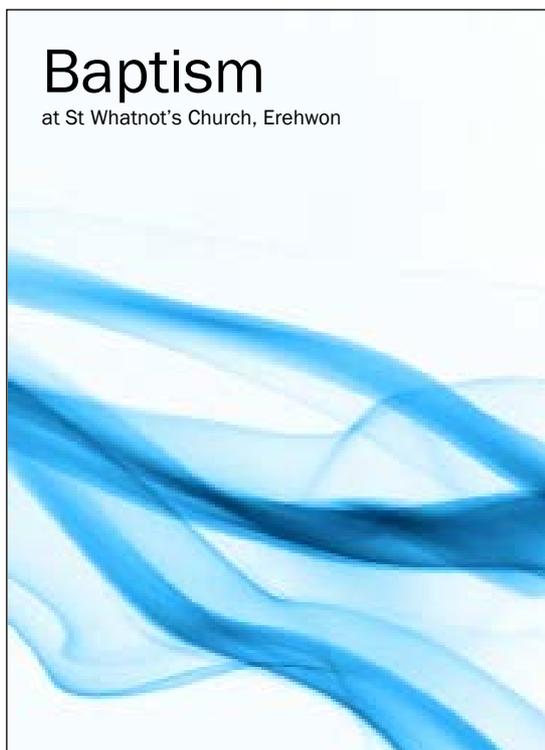
This image is evocative of both water and of the Holy Spirit. It can be found under the keywords 'abstract blue smoke'.

Baptism at St Whatnot's Church, Erehwon
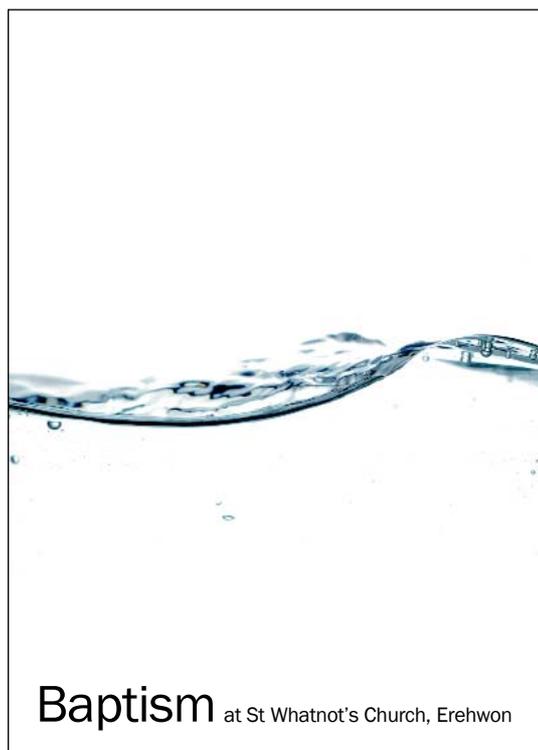
This image of the surface of water was found under the keyword 'water drops', and is a nice way to divide your page with an interesting image, yet leaves plenty of fresh-looking white space.

Tangential imagery: Christmas example

Christmas to the unchurched may be about decorations, trees, food and gifts. If that's their frame of reference, don't hesitate to play on it! It will grab their attention, at least - then it's over to you to get the real message across.

This stained glass image may be an unusual way of appealing to a more traditional audience.

Join us for
carols & mince pies

For some people, the idea of community (sharing mince pies at a traditional time) may be more of a draw than the carols. Does it matter why they come?

A star is born

The greatest gift
isn't under anyone's tree

Tangential imagery: Easter example

Whereas Christmas offers some more comfortable creative ideas, Easter may be a time to challenge.

He discovered how tough life can be.

But he also proved there IS something on the other side.

OUCH.

Don't kid yourself. Find out what Easter is really all about.

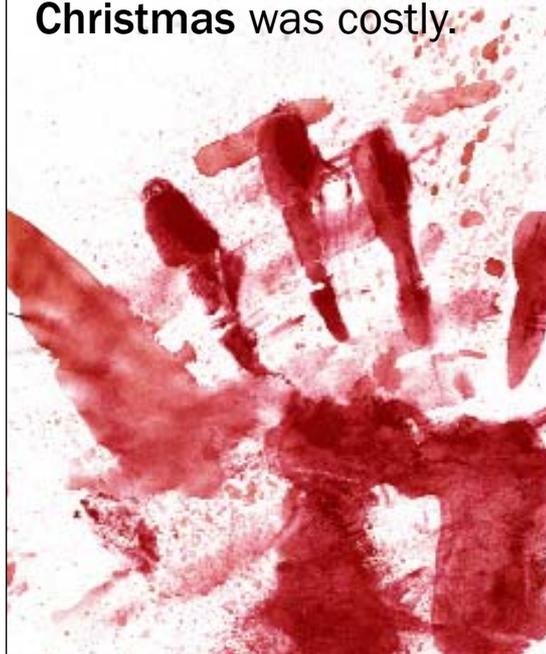Search for this image under 'rusty railroad spike'.

For every Friday, there's a Sunday.

For every death, there can be a resurrection.

When there's no such thing as a photo of the thing you want, look at illustrations instead. There is an immense variety, and they cost a little more than photos: this was about £3.50

And you thought **Christmas** was costly.

Common problems using imagery

This is an extreme example, but low-res images, or even hi-res images which are enlarged too much, start to pixellate and look patchy. Watch for this as it starts to happen.

When scaling images, make sure you scale as much horizontally as you do vertically, or people will end up with thin heads, like this...


...and no one will thank you for those extra pounds, so scale carefully horizontally, too.

Avoid scattering images randomly on a page. Where you do need a set of images, try to align them neatly with one another, and keep them to the same size and scale.

Church noticesheets

Don't discount the importance of your noticesheet: what about the non-Christians who come along to baptism services?
It's the hygiene factor at play here - people may not think, 'Wow! What a fantastic noticesheet!' if it's good, but they might think, 'Yuck' if it isn't (just like you don't think 'Wow! What a hygienic restaurant!', but you'll notice if it isn't.

| column 1 | column 2 | column 3 |

1cm 2cm 2cm 1cm
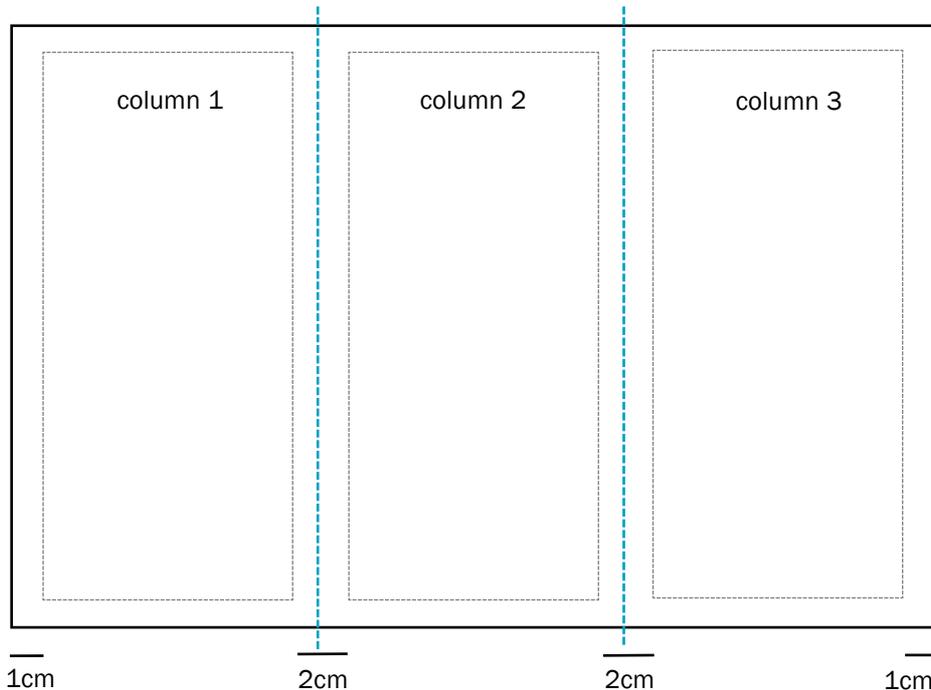
Your noticesheet can be any format you like. An A4 sheet can be used as it is; folded in half one way to A5; folded in half the other way to create a long, thin fold-out; or folded into thirds to bcome a DL leaflet.

To create a DL (third A4) leaflet with margins and columns that work properly, create a landscape A4 document in Word.

Create 3 columns, and ensure that the 2 gutters between the columns are TWICE the width of the page margins (in this instance, 2cm and 1cm, respectively).

This means that when folded, along the dotted blue guidelines, the margins around your text will be correctly balanced.

St Whatnot's Church, Erehwon

This week's notices

Services & readings
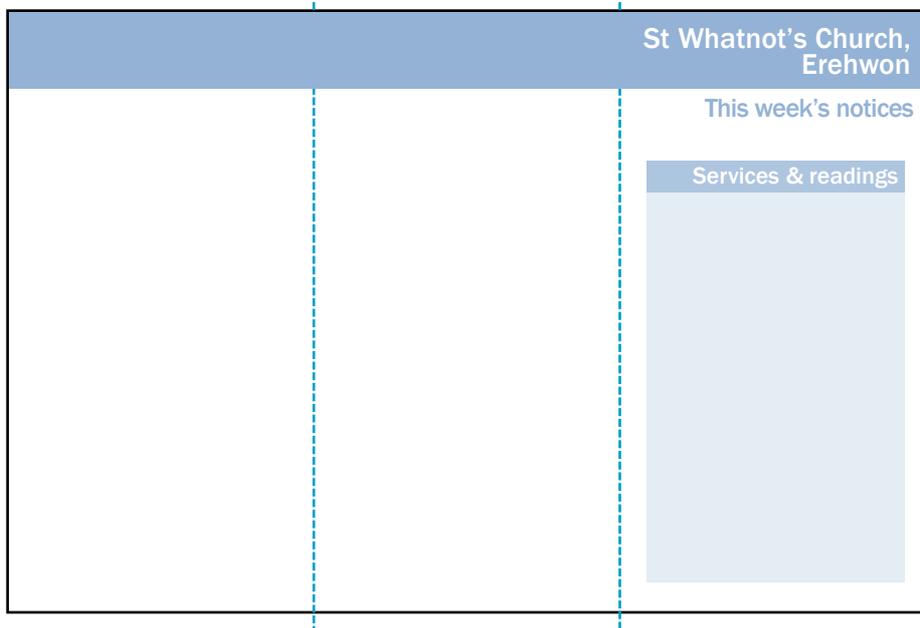
Why not have several thousand sheets of A4 printed professionally in colour, to create a 'template' onto which you can then superimpose each week's notices?

The example shown is a very simple two-colour print, because the words aren't printed in a colour, they're printed as a 'hole' in the blue.

If you have a corresponding templates set up in Word (fiddly perhaps, but it only needs doing once) you can then type up your notices each week. By feeding your coloured paper through the printer, your template whill ensure all your black text overprints neatly in the right places.

This is just one way in which you could apply this idea: the possibilities are endless. How about using a photo or illustration of your church on the front; a close-up of some of your stained glass, etc?

St Whatnot's Church, Erehwon

This week's notices
Sunday 3rd August

Services & readings

Sunday 9:00am
Holy Communion
Exodus 9:1-19
Matthew 5:1-12

Sunday 10:30am
All-age worship
Exodus 9:1-19
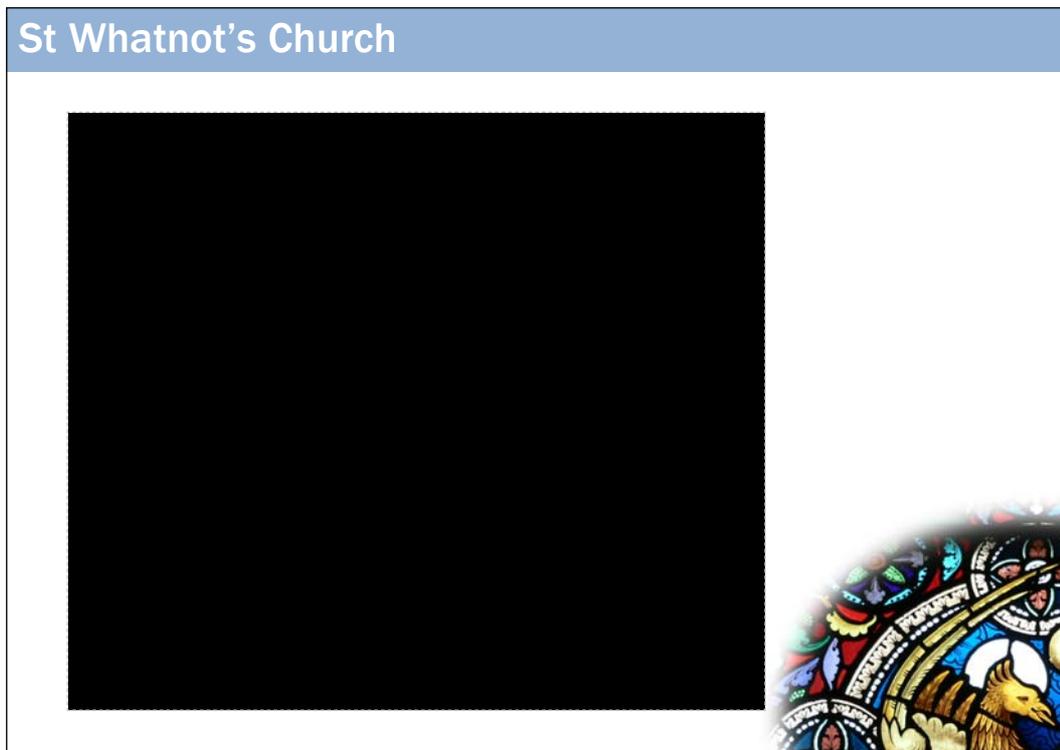Matthew 5:1-12

Sunday 6:30pm

Powerpoint presentations

Common problems with Powerpoints include:

- using distracting and dated-looking backgrounds or templates (those supplied as part of the package), including gradients.
- putting too many images onto one page.
- going mad with the way pages or images change: especially when it's different with each page or image (spinning, rotating, flying in, flying out, shrinking, etc).

Suggestions include:

- developing a standard template for your church, which you use for all presentations, using your standard font.
- 'vetting' all presentations put on by congregation members, just so they are comprehensible and appropriate.
- teaching yourself how to use the 'custom animation' feature expertly - but holding back, and focusing more on gentle fades in and out.
- learning how to embed a sound file in your presentation, so that it plays automatically when the presentation starts. Invest a bit of time and effort, and you will be able to have the slides change or have words appear in time with the music.
- not putting too much onto each slide.
- if you're using a projector, remember that pressing F5 will take you straight into a full-screen slideshow - this saves you fiddling about with the mouse, and avoids people seeing your first few slides before the show even starts.
- using high contrast for greatest visibility: light text on dark backgrounds, or vice versa. White and black are very effective.
- using your template to project your week's notices before and at the end of every service.

simple example

St Whatnot's Church