

**BRING YOUR
BULLETIN TO LIFE IN**
6 Easy Steps





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No matter which church Catholics attend each Sunday, nine times out of ten, they can expect to see a parish bulletin. For parish staff, handing the bulletins out to parishioners on the way out is the easy part — it's getting them to read it that is the challenge! In order to do that, we need to learn the basics of creating an engaging bulletin and put it into practice.

From attractive layouts, inspiring images, and compelling reflections to prepare them spiritually for the week, here are six ways you can easily bring your bulletin to life.

1 Take Advantage of Color

Gone are the days when parishes had to make do with black and white versions of their weekly communication. When confronted with two bulletin options — one in black and white, the other in full color — which one do you think parishioners will be compelled to pick up? The more attractive the bulletin, the more likely people will take it.

Not many bulletin companies offer colored bulletins as an option, but with LPi, not only is your bulletin printed at no cost to the parish — it's also offered in full color. When preparing to print in color, you'll also need to choose your images carefully. Look for clip art and stock images that are formatted for printing and offered in high resolution.

2 Use it as a Vehicle for Compelling Images

What we see matters! Attractive bulletins feature beautiful imagery that draws in the reader, whether that be contemporary images with an inspiring quote, stock photos to accompany your upcoming parish festival announcement, or colorful matching headers such as "From the Pastors Desk" or "Usher's Schedule."

Whatever imagery you decide on, keep it consistent. Don't pair traditional images with contemporary fonts, or jam in so much copy that it looks cluttered. It helps to step back and view the entire bulletin as a whole communication, rather than a section at a time.

3 Engaging Reflections Make for Easy Parishioner Reads

One of the best aspects of having a bulletin is the ability to reach your audience on a weekly basis; make it count with inspiring words! Consider a weekly article from the pastor who shares the state of the parish with members, or add in a gospel reflection to ponder on in anticipation of the week ahead.

Not sure where to find content? All LPI bulletin customers have free access to WeCreate, our online art and content platform. From custom prayers to reflections from that week's gospel reading, all of it is readily available for any situation you're looking to provide for.

Download one of Tracy Earl Welliver's Everyday Stewardship Reflections for an additional read for that week's Gospel or include a prayer that can be said for members listed in the book of intentions. Looking to engage even the littlest of members? Look for "Colorful Gospel" segments for kids, which comes with a condensed version of the gospel and an accompanying color page. Whatever the occasion, you're bound to find it in WeCreate.

4 Keep a Full Calendar of Community Events

Nothing is worse than finding out about a great event, exactly one week after it's been held. Avoid this common issue with your parishioners by offering an updated calendar of weekly events in your bulletin. From parish-specific programs such as book clubs or women's spiritual groups, to community-led events like outdoor concerts and farmer's markets, be sure to think of your multifaceted audience when looking for events to publicize.

To make things a little easier, consider signing up for community emails that can be used to comb through for upcoming events. By having interesting events sent straight to your inbox, you'll spend less time searching on Google, and more time to devote to your faith community.

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To learn more about LPI's bulletin services, including printing, redesign, and art & content resources, visit www.4lpi.com.

5 Provide A Snapshot of Parish Life

One of the best things about your parish is the good that comes forth from the faith community. Showcase it! Using a variety of photos, parishioner reflections, and the voices of people who benefit, be sure to share the good news of your parish.

Not only will this encourage more members to get involved, it's also a good incentive for participators to share the news with others, thus helping to create a bigger net of exposure. Take lots of photos to post on the parish's social media platform (with permission, of course!), so that members can tag and share!

6 Make It a Resource They Can't Live Without

Choose a week — perhaps right before spring break or the Sunday before Thanksgiving — and ask the businesses that advertise in your bulletin to give your parishioners a limited deal. Maybe it's a 2-for-1 admission to the local museum, a free sandwich with the purchase of a meal at a local restaurant, or 10% off your final grocery bill. The only catch? The need to bring in the bulletin for the deal.

Think about those entertainment fundraiser books that schools sell each year. A valuable resource that people can use throughout the year, it's a coveted item that people look forward to having every day. The same can be done with your bulletin. Advertise the "exclusive" bulletin in the weeks leading up to publication weekend by highlighting some of the savings that can be found. And make sure that the "coupons" included are available for use for several months, ensuring that the bulletin will be kept close at hand for a good amount of time.



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