



How to ...

Make the most of your church noticeboards

Advertising has long used billboards and posters as a key way to get a message across. A well-placed poster can be seen by hundreds, if not thousands, of people. Making good use of this advertising space is essential if you want to gain the attention of passers-by.

External noticeboards

Churches can often be found in prominent locations, making them the ideal places for displaying information outside of the building. Advertisers pay huge amounts of money for billboards in a central location, but our churches often have this resource for free. Your noticeboard is the first place to show how welcoming you are as a church.

- Key information should always be prominent, including the name of your church and service times. Make sure it is kept updated – if a service has been cancelled, put a large notice on the board to let people know.
- Not every poster has to be displayed outside the church. Many churches are cluttered with so much information that it would take people hours to sift through it all. Keep notices to a minimum and they will be more effective.
- Think about investing in a notice board with a plastic or glass cover so that you can protect posters from the elements.
- Let new people know that you'd love them to come along with a simple phrase like 'Everyone welcome'.
- Give opening times when your church is open for private prayer or tourists. If not, make sure you list a contact with a church key who can let people in.
- Include up-to-date contact information for your church's clergy and key staff. To avoid having to change this too regularly, think about using the job title rather than names (such as Minister or Youth Worker).
- Think about having a small latest news section where you can display exciting events and interesting details about church life. This should be updated each week so that people continue to check it.
- We regularly pray for our community in Church. Why not include a short prayer for your community on the notice board? Knowing that they are being prayed for can be reassuring for many people and may prompt them to turn to the Church if they are going through a difficult time.
- Ensure that somebody is given responsibility for regular upkeep of the board.

Some excellent advice about how to manage and make effective use of your noticeboards can be found here:

<https://www.churchadministrators.net/newsposts/2018/11/13/grb8ozwhku15xs74p8rrciawvazjbg>

Internal displays

- Where you place your posters and display boards is incredibly important. They need to be in a place where people will stop and read them. Think about key locations where

they will be seen by the relevant audience, such as tourists or members of a particular group.

- Get rid of old notices quickly. Once they begin to look tatty or out-of-date, people will stop looking at them.
- Portable display boards can be ideal for letting you move the notices to different parts of your church, depending on who may be in to read them.
- Think about putting posters with similar themes together. Could you create headings to distinguish between different types of information?
- Give somebody the job of ensuring the posters and displays are kept up-to-date. Make sure the congregation knows who this person is and make it clear that all literature to be displayed should be given to them.

Written by Ben Evans, Diocesan Communications Officer

