

Tips for Effectively Delivering Messages to Your Congregation

1.	Before creating a communication piece, check with your church to be sure you know the guidelines for things like newsletter articles and pew cards.
2.	When submitting articles and reports for your newsletter, list the names (with phone numbers, if possible) of the delegates from your church. That way, folks with questions will know who to contact.
3.	Your contact person at Lyngblomsten can review your communication piece before it is published or delivered.
4.	Include the Lyngblomsten logo with your article or other printed piece so that readers can quickly recognize that your topic is related to your church's partnership with Lyngblomsten.
5.	Borders help readers to read faster. Borders also draw attention to a message. Too many borders on the same page can make it difficult to read, however.
6.	Use bulleted lists whenever possible. Lists can: <ul style="list-style-type: none">• help people to read more quickly• draw attention to the information• be an effective tool for organizing information <p>Numbered lists are helpful when the list is a series of steps or when you need to reference individual items on a list.</p>
7.	Use color when possible. Color helps people pay attention to and comprehend information. Color can also convey a mood, help organize information, show the reader where to look first, and highlight important information.
8.	Use visuals whenever possible. <p>Reason: The brain remembers pictures more easily than it can remember words.</p> <p>Visuals in a written message include photos, clipart, lines, etc. HOWEVER: be sure these visuals support your message!! If you don't have a photo or clipart that is related to the message content, don't use it.</p> <p>In a verbal message, consider using visual elements such as graphs, props, and people.</p>
9.	Less is more. Keep messages brief (but complete). The average adult attention span is less than 20 minutes. For printed messages, a message that looks brief and easy to read will attract readers.
10.	Add your own favorite tip here or gather a new tip from someone else: <hr/> <hr/>