

Presbyterian Church of Falling Spring

Best Practices for Making Announcements

When sharing verbal announcements at church, please prepare according to the following best practices.

1. Start with why.

Your job is to communicate the why. (Let the written details communicate the what.)

2. Share one, clear call to action.

Instead of sharing loads of details, share one action you would like listeners to take as a result of this announcement. Not two, just one.

3. Don't share all the details or read from the bulletin.

Listeners check out when too many details are shared. If they connect to the vision (start with why), they will be motivated to look up the details, which will be included in bulletins, newsletters, website, etc...

4. Express gratitude

Saying "Thank you" is always a great idea!

5. Keep it under 60 seconds (30 is even better).

30 seconds of sharing a compelling vision and clear call to action motivates people to take action. Lengthy announcements full of details cause people to check out.

Example: Doughnut fundraiser for upcoming mission trip.

What NOT to do:

Good morning everyone! We are having a doughnut fundraiser. Who loves a good doughnut? I'm sure we all agree, doughnuts are delicious. To help us raise money for the upcoming Pittsburgh mission trip, we are selling doughnuts. Many delicious flavors will be available, like glazed, Boston creme, chocolate frosted, lemon creme, etc. There are two ways to purchase. You can ask anyone from the mission team on Sunday mornings, and we can take your orders. Please pay when ordering. You can pay with cash or write a check to PCFS, and write "doughnuts" in the memo line. You can also order online, at doughnuts.com/pcfs2353. The prices range from \$10 to \$15, depending on what flavor you order. You can order multiple flavors or even mix and match. I hope you'll buy some doughnuts for yourself and a friend. Thank you for supporting our mission trip!

A BETTER WAY:

Did you know that 40% of seniors living in Pittsburgh cannot afford basic repairs on their home? Many of them are facing water leaks, cold nights, and frozen pipes. To bring a little love to their homes, our mission team is heading to Pittsburgh to make some repairs. To help fund the trip, we are selling doughnuts. Please scan the QR code in the bulletin so you can enjoy delicious doughnuts and make life a little brighter for the good folks in Pittsburgh. Thank you for your support.