

Dear Church Leaders,

As Editor of *Prevues* I feel the purpose of the newsletter is to publish, invite and engage **ALL** in the ministries, mission and vision of St. John United Church of Christ. That requires intentionality so that those outside of our congregation may know what we are doing, know that they are invited to join us, and know how they may become involved and engaged.

Here is how you help make that happen:

It is vital that you submit your item/s on the 10th of the prior month.

Example: if you have something for the February newsletter you need to submit it to Prevues@StJohnChurch.net no later than January 10th. Why the 10th? Simple: After the 10th your limited staff have five days to work on *Prevues* in addition to ongoing work. If the deadline was the 15th, they would only have three days. Keep in mind that it takes time to make sure *Prevues* is complete, creative, consistent, and correct in order to attract readers.

Do not assume that your item will be repeated the following month.

All repeat submissions should be revised each month even if only slightly, in order to help catch the readers' eye each month. This could be as simple as changing the title of the blurb, or condensing your blurb to make it a shorter read.

Speak to the readers as if they do not know anything about our ministry.

Keep in mind that more than 400 persons received *Prevues* each month via email. Even regular or semi-regular worship attenders should find all of the information they need to participate in the event or program and to understand what the article or blurb is all about.

Always include the contact information.

That means name, phone number and/or email address for all who are in charge of the event, program or ministry. Make it easy for the reader to take immediate action.

Thank you for being involved and “in the know” of what is going on at St. John United Church of Christ. Thank you for helping to spread the news about the ministries, mission and vision of St. John United Church of Christ. Thank you for assisting your staff in making *Prevues* an excellent outreach of St. John United Church of Christ.

Pastor Keith Haithcock