

VOL. 2 ISSUE 1 · MAR 2020

THE CROSS ROAD

Official Newsletter of the Pertweeville Town Parish



Good words for Great Souls

BY MARK PATTERSON

A newsletter is an easy and effective way to grow interest in your church. Use it to address regular parishioners or newcomers and inform them about upcoming events. The front page usually contains a list of the feature articles enclosed within. Remember to choose topics catered to your chosen audience. Highlight fun moments from past events, share thoughts on a powerful piece of scripture, or announce activities and charity work. Pair them with your best photos. You can also add your address and other contact details. Finally, double-check facts to make sure everything you publish is accurate.



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In memory of Father Smith

BY PAUL MORRISON

To create engaging content for your newsletter, it's best to review your recent accomplishments as a church. Pastors and other officials can also use it as an avenue to reach out to churchgoers. Maintain a visible presence in your community and address people on a more personal level, perhaps by sending a spiritual message or reflection for the week.



Looking for more ideas? You're free to gather important information from various sources. Interview parishioners and feature them on your newsletter to involve different members of the community. How about talking to the different sectors that make up your church, such as the choir and the youth groups? Take photos or ask them about their latest events. Announce bake sales and charity drives. There are plenty of possibilities, especially when you ask your community to contribute their ideas. Consider your distribution methods too. If you decide on print, you can hand out your newsletter after Sunday service. However, going digital will give you a wider reach and provide you with more opportunities to get feedback. When you're done, review your newsletter and make revisions if necessary.

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whether in
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or out of it."

BRIGHAM YOUNG





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