

PR – An Evangelism Non-Negotiable

The last 50 years has seen dramatic change in what the people of our communities think about our churches. Previously, people had a generally positive view of churches and Christians. Church scandals, cultural shift away from traditional morality, political assaults, and various other influences have altered popular public opinion of people outside the church. Whatever the reason, and wherever the blame lies, the church has largely lost its good name in America.

Public relations has become a necessary element of today's church's evangelism efforts. To many, managing the public's opinion of your church is a relatively new concept, and we often struggle to discern how exactly to go about building a positive public opinion of our churches. Positive activity in our communities (i.e. public service, helping the poor, and general humanitarian activity) among other public relations efforts will certainly help raise awareness that your church exists, create some positive opinion about your church, and increase interest in gaining more information about your church.

Great public relations will give your evangelistic efforts credibility, as well as bring your church to the front of people's minds when they feel the need to explore faith. It is here that it helps to examine the cultural shifts in how people seek information about churches. While the condition of your building, grounds, sign, etc. remain important things to consider; your physical location is rarely the public's first introduction to your church. An increasing majority of people looks to the internet first when seeking information about churches. Dr. Mark Rutland's first law of bankruptcy is "Secure an increasing share of a diminishing market." If we want our public relations (and evangelism) efforts to be fruitful, we must seek to secure a share on increasing markets. It's important for today's churches to devote significant time and resources to maintaining a strong web presence that creates a positive first impression of your church.

Here are a few valuable resources to help you think about and evaluate your web effectiveness.

"What Every Pastor Should Know About Church Web Sites" from churchleaders.com

Link to:

http://www.churchleaders.com/pastors/pastor-articles/154035-what-every-pastor-should-know-about-church-websites.html?utm_source=newsletter&utm_medium=email&utm_campaign=Daily-Update

"Church Website Design Philosophy" from agkansas.com

Link to:

<http://www.agkansas.com/Websites/AGKansas/Images/Documents/ChurchWebsiteDesignPhilosophy.pdf>