



## The Art of Making a Good Announcement

1. **Less is More – Brief is Better**

People have short attention spans. Lots of details weary them. Announcements are not explanations – instead they are attractions.

2. **Not for the Few – For the Many**

Announcements intended for a select and small group of people are ineffective. Public announcements should involve the public.

3. **Not for Insiders – For Everyone**

Inside jokes, references to Bubba, passwords – have no place in announcements. Don't use acronyms. Assume people do not know what it is you are talking about.

4. **Not about Need – It is about Opportunity**

“We need workers” – may appeal to a few. “Here is a wonderful ministry opportunity” will appeal to more. Guilt is a poor motivator.

5. **Not an Emergency – Plan Ahead**

Waiting to the last minute, failing to prepare – does not mean announcements will get made or be effective. Worst words to start an announcement with – “I did not have time to prepare”.

6. **Not an End – Follow Up**

Don't expect that an announcement alone will be effective. People have short memories. Think about other ways to remind people.

7. **Not simply an Invitation – Casting Vision**

Not about just giving information – about motivating people to ministry. Personal testimony and having the big picture helps. “This is not simply about working with children – this is about shaping lives and making disciples”.