

# Practical Tips for Your Children's Ministry Marketing Materials

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A children's ministry marketing piece that is done well can be a great way to let families know about your ministry. Here are a few tips for creating a children's ministry brochure that engages families.

**Use more pictures and less words.** I have a copy of a brochure I created for our children's ministry years ago. It looks like a book. Way too many words. No wonder no one read it. If you use too many words, people will zone out. A picture is worth a 1000 words.

**Use happy, smiling faces.** Make sure the pictures capture the joy and excitement of your ministry.

**Highlight the basics.** Don't try to showcase all your programs and events. Highlight too much and everything will get lost in the mix. Less is more. Feature your top 2-3 programs.

**Give them simple, easy ways to connect with you for more information.** Point them to your website, Facebook page, Twitter account, etc.

**Reflect the wonderful diversity of our culture.**

**Make it professional.** It makes a statement about your ministry.

**Consult with the rest of your church's ministries.** Find out what the big picture vision is for your church's marketing materials. Do they want everyone to use the same pattern? Same color schemes? Same wording for key tag lines? If so, be a team player and gel your brochure with the rest of the church. You can gel it and still make it unique and family-friendly.