



TOPTIPS

EXTERNAL NOTICEBOARDS

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What will create the first impression about your fellowship? More often than not it's the building; people will look at it, its environment and its noticeboards. It is the exterior and its signs that act as a permanent missionary. They suggest whether a church is either dead or alive; if they look tatty they send out negative message.

Here are four tips to improve your external noticeboards:

CAN YOUR NOTICEBOARD BE SEEN?

Make sure that your external noticeboard is not obscured by a post (Picture 1), a tree or anything else. Make sure that it is in a place where passing cars can see it from both directions - you may need more than one sign to achieve this (Picture 2).



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KEEP IT SIMPLE AND BOLD

Choose an eye catching design that will appeal to people passing by. Make sure that text and images on the board are large enough for someone to see from a reasonable distance (if they are driving past in a car for instance).

Avoid lettering that is not easy to read and avoid using old fashioned language or jargon that will put people off.

Picture 3 is an example of a good design.

**KEEP IT UP TO DATE OR LOW MAINTENANCE**

Noticeboards that are faded, tatty or have out of date information on them will give a negative impression of your church (see Picture 4). Make sure that your noticeboard is relatively tidy and up to date. You could set a certain time every month or six weeks for updating the noticeboard with new information or a thought-provoking poster (see Picture 5). If that proves difficult make sure that the information on your noticeboard is not going to date quickly so you don't have to change it often.



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FIND OUT IF YOU NEED PLANNING PERMISSION

Enabling people to find what they want on your site is perhaps the most important part to get right. If people can't find what they're looking for, then the site hasn't fulfilled its purpose. You can aid the navigation by using a clear and straightforward menu, with links people understand, and clear ways of progressing from each page, without confusing your visitor.

More advice on external noticeboards can be found in Phil Creighton's book *How to be heard in a Noisy World: Church Publicity Made Easy*, published by Authentic Media. Picture 1-4 sourced by Phil Creighton. Picture 5 taken by Ian Britton (Freefoto.com)