

The Business Card as an Outreach Tool

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The business card offers an opportunity to communicate important information about your church to prospective members. At a minimum it should have your complete contact information:

- Name of the church
- Your name and position
- Address
- Phone numbers
- Email
- Web site

A logo will be very helpful if it is used consistently on church signs, advertising, and stationary.

If your church has a catchy slogan, “We have a heart for the city,” put it on the front.

The back of the card should never be blank. You can write a personal note, your home and/or cell phone number, etc. You can also print important info on the back:

- A map to your location
- Hours of worship services
- List the churches ministries
- The plan of salvation

Another option for the back of your card would be stickers that promote an upcoming event. This adds flexibility and freshness to the cards.

Pass them out. A business card does you no good in the box. Give them to every person you invite to church; and that should be everyone you talk to. You can involve church members in distributing the cards. Give them each two to five cards to all your members with an assignment to invite that many people to church that week.

Your goal is

1. to create an informative and attractive card that communicates who you are, how to contact you and when and where you worship.
2. to hand out as many of these cards as possible.

Business cards are an inexpensive and effective outreach tool.