Tips and advice for creating the best bulletin design for your church

A well-designed bulletin should catch the churchgoer’s attention, and encourage them to become more involved with what they see.

For most people, it’s easy to recognize an effective design when they see one. We love attractive designs for their use of color, layout, and ability to let the eye flow from one key area of information to another. However, it can be a lot more difficult to actually create an effective design ourselves.

At Concordia Supply, we want to help you communicate with your church using church bulletins. While we are always happy to provide our customers with beautiful bulletin covers, we know that it’s truly what’s on the inside that counts. A well-designed bulletin should catch the churchgoer’s attention, and encourage them to become more involved with what they see.

Knowing Your Audience

As you consider what to include inside your bulletin, keep in mind the needs of the people in your church will vary depending on who they are and how often they attend. By being mindful of the people of your church, you can design bulletins that are not just beautiful handouts, but also essential points of contact between the church and its people.

Weekly Members - These are the individuals and families that attend your church on a weekly basis. They likely have many personal connections and are involved in one or more programs. Members will be most interested in special announcements and ministry updates, as well as information specific to the day’s service.

First-Time Visitors - This is anyone that is attending your church for the first time. They may be seeking information about the church specifically, or about the faith in general. Either way, church bulletins should leave visitors with a positive and memorable first impression.

Infrequent Attendees - This is an in-between group of people that may attend your church fairly often, but do not play an active role in your church’s community. These churchgoers will need to know of any major changes within the church or schedule, and your bulletin can also be used as an opportunity to encourage them to become more involved in the church.

What sort of content should be included in a bulletin?

These are just a few common ideas to consider including in your bulletin. The needs of your church are unique, so feel free to use this list as a jumping-off point to create content tailored to your congregation.

Church Bulletins & Design

Bulletins are a great tool if they are used properly and effectively. They can capture the attention of regular members, first-time visitors, and people that come often but never take the next steps to become more engaged with the church. Bulletins should ignite conversation after the service, complement the sermon topic, highlight announcements, and inform the congregation of upcoming events.

In this guide, we’ve compiled some things to be mindful of when creating your church bulletins, as well as some best practices for layout and graphic design. We hope you find this information to be clear, practical, and useful for your church.

Information to be read before or during the service:

• Church’s mission statement or a brief history
• List of regular services and weekly gatherings
• Special announcements
• Ministry updates

Information to be used during and after the service:

• Order of Service
• Space for sermon notes
• Giving information
• How to sign up for upcoming programs and events

Information to be taken home for future reference:

• Scripture reading for next week
• Upcoming events and programs
• References to your website or social media channels
• Contact information for the church or pastor

Continue to the next page for tips on how to best design and arrange your bulletin content!
How to design bulletins like a S.A.I.N.T.

Once you decide on content, the task of designing your own bulletins can be daunting. We've compiled some basic design principles into the acronym S.A.I.N.T. to give you a simple set of tips to keep in mind.

**Simplicity** - Less truly is more! Keep text concise and decoration minimal, so that your message can be as clear as possible.

**Absolutes** - Contrast is one of the primary principles of design. Including a mix of big and small text, light and dark colors, thin and thick shapes, and so on will guide the readers’ eyes through the different sections.

**Importance** - Decide what you want readers to notice first, then second, then third, and so forth. Use the types of contrast in the previous point to create a visual hierarchy that makes it obvious where viewers should be looking.

**Neatness** - Break information into bite-size sections and group related sections together. Use margins and a simple grid to make sure everything is organized and lined up consistently.

**Type and Images** - Keep text size and font the same across paragraphs and headlines, and try to stick to 1-2 fonts. When incorporating an image, be aware that it will draw a lot of attention, so make sure to choose a clear, quality image that matches the message it is representing.

Get Started! Find bulletin covers and FREE downloadable bulletin templates online at ConcordiaSupply.com

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<th>SIMPLICITY</th>
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<tr>
<td>Concise, straightforward display of information is easy for the reader to access. White space draws focus to the actual content.</td>
<td>Large, bold font combined with small, thin font breaks up the message in a way that’s noticable and readable. Light gray shapes add visual interest without being distracting.</td>
<td>This large, bordered section is set up to be noticed first by the reader, ensuring that the title and paragraph below it will be the next thing to be read.</td>
<td>By using shapes and lines, the sections are broken up to be recognized as separate topics of information.</td>
<td>Consistent headlines indicate that these sections are similar, but not the same. The large image captures the reader’s attention and makes it the first thing noticed on the page.</td>
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