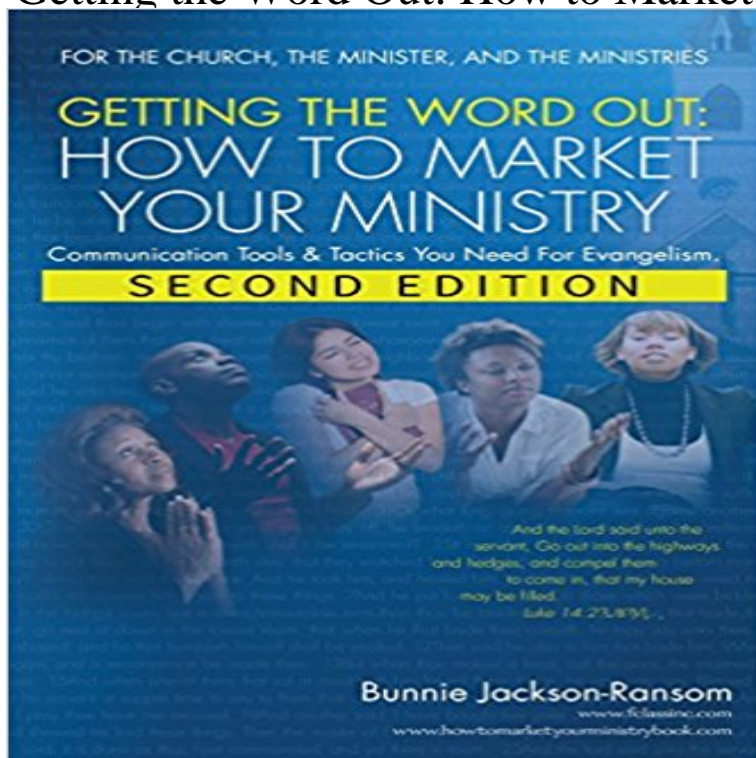


Getting the Word Out: How to Market Your Ministry



Bringing people to Christ is the underlying purpose of this book. This is why we constantly search for techniques and ideas to win souls for the Lord. Let us look to the Bible; Romans 10:14 gives the following guidance. How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? (NIV)

This book was written for the primary purpose of assisting those small-to-moderate size churches get the word out telling the story about the good works they are doing within their congregations and their communities to bring people closer to God. I choose the tools of marketing and public relations - my chosen profession - and applied the principles of evangelism. I believe this to be my personal ministry. If your church budget will not accommodate a staff member dedicated to the tasks of marketing and public relations, this book will show the Public Relations Committee Chairperson how to handle just about every marketing task needed. If your church has assigned the task of marketing and/or public relations to an associate minister who has no hands-on experience in this field, this book is the answer. If you are a seasoned public relations or media specialist working within your church, this book will provide you with a strategy for directing your skills to work with a church and its ministries. Of course, it does not hurt the pastor to learn more about how marketing and public relations tools and tactics can assist in the growth of the church and simultaneously help people to create a relationship with God.

Ambassador Michael Battle, U. S. Representative to the African Union, Addis Ababa, Ethiopia; former President of The Interdenominational Theological Center (Atlanta, GA) Ms. Jackson-Ransom is to be commended for developing this

exceptional public relations and marketing resource for the Church. Her years of success, representing clients and managing the reputations and activities of individuals and organizations in the public and private sector, have produced a savvy handbook that appropriates that same professional media and marketing know-how to pastors and lay leaders. Clear and concise, the instruction should empower readers to better understand the requisite approach, timing and professional response that today's competitiveness requires to effectively represent ministry through media. It is truly First Class! Reverend Dr. William A. Flippin, Senior Pastor, Greater Piney Grove Baptist Church (DeKalb Co, GA) - This book is a must read for every pastor and church leader. The whole idea of marketing our church and ministry is relatively new in our culture. Bunnie Jackson-Ransom has this matter of fact style when she speaks and writes. Her advice and experience are sound. The world is changing at a rapid pace. Yet, the church continues to lag behind with outdated methods that will not reach future generations. Her passion is evident when she spoke to our church staff and leaders. Her work and guidance with our public relations team, church trustees, and ministry staff has already yielded positive results. Not only read this book, but allow Bunnie to speak personally and coach your team on these principles. We are proud she came our way.

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months out for events like lock-ins and concerts, and planning a cool event at your church and want to get the word out?

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