



Emails *for* Growing Churches

You've Got Church Mail

- ✓ Send an email on Saturday and watch attendance grow on Sunday
- ✓ Includes 144 Sample Emails

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Introduction

E-mails are very popular. Most people today are hooked up to computers, to the Internet, to E-mail. Many people enjoy getting E-mails and search them out every day. Let's not let this opportunity pass by without our Christian additions! Why not use the Internet for the glory of God? Why not use E-mails to build our local church: strengthening believers and reaching the lost!

Why? Because God said through Solomon, "He who refreshes others will himself be refreshed" (Proverbs 11:25). And there are people in the church who would love to use their computers for God's glory. Put such believers to work with these **E-mails for Growing Churches** and let them do the Lord's work, as volunteers, in their homes or in the church office! They will be happy doing something they enjoy that is also a ministry for God and His church. Be careful about sending messages that are too personal in nature, words that might hurt if the wrong person received it, private information that ought not be spread in the public domain! Even with such limitations, people can be informed about programs, about problems, about prayer requests, about special needs: financial, spiritual, physical, and social!

God has spoken to us about doing His work. Mark 14:8a, "She did what she could." And in 1 Corinthians 3:9, we are told, "For we are God's fellow workers; you are God's field, God's building."

Remember that all these ideas, these techniques, these thoughts are futile if we do not have a church that focuses on Bible preaching, on Christian love, and on the ultimate goal of winning people for Christ. Every method we use ought to be for the soul purpose of bringing people to saving faith in the Lord Jesus Christ and, then, to build them up in the faith. All else is fruitless and wasted energy!

The following are simple explanatory suggestions that will, if used correctly, help make the E-mail program trouble-free and workable:

- 1) The E-mails go through the Internet. Many companies offer Internet service for monthly fees; for example, AOL, AT&T, CompuServe, and Earthlink. Others offer free hookups like Juno, Blue Light, Freewwwweb, or Worldspy. Once the church is enrolled into the Internet, E-mail is available with a click!
- 2) When people register for the church directory, be sure they include their E-mail addresses. Put them into an E-mail Directory (on and off the computer).
- 3) Be discrete; do not share such addresses without permission, and only with those you know are trustworthy. Be careful about volunteers: select those whom you know to be able to keep all the information confidential. It is too easy to say: "Did you hear...!"
- 4) Do not send E-mails every day. Ordinarily, once a week would suffice; every two weeks or once a month would sometimes be enough.
- 5) **Personalize the E-mails suggested in this book to meet your specific needs.**

Make them your own! Don't let them appear to be only a form to recipients.

- 6) If people respond via the E-mail message with a question or a suggestion, be sure to answer it in a reasonable length of time (perhaps 24 to 48 hours). That takes time and dedication, but people will be hurt if they take the time to respond and they get the feeling that no one reads or cares about the reply.
- 7) Keep the E-mails brief and to the point. People are very busy today, or at least they think they are too busy. Long messages are often discarded without reading. Shakespeare said in 'Henry V', "Men of few words are the best men."
- 8) Use E-mails for advertising special events, for keeping in touch, for showing an interest in individuals. They make people feel important!
- 9) Seek a few special volunteers for the program. The secretary probably has enough to do, but often a few exceptional young people and adults are quite capable of sending E-mails. Screen them well. It is wise not to ask for volunteers publicly, but to enlist certain ones who could be used safely.
- 10) Be extremely careful who is selected to use the computer for church E-mails. If there are any volunteers who tend to gossip, it will cause problems, so it is better not to use them. And be sure that someone in business isn't seeking E-mail addresses for their own advantage!
- 11) People prefer to get messages that are not copied and forwarded to many individuals. It takes more time, but individual messages are more apt to be read! Learn how to send the same message to many people without it being part of a long list of receivers who are grouped together. Occasionally, with a brief message (like an urgent prayer request), it would be useful, but many of the E-mails should be written as personal notes! They will be more apt to be read. As a busy person, I sometimes skip messages that are forwarded to me and twenty other people at the same time! Only if I have time will I go back to them before I delete such E-mails!
- 12) Directions for bulk E-mails: There are several ways to send bulk E-mails without the list of other recipients to whom it is sent.

First: Write the E-mail message in the word-processing program of your computer in *My Documents* (on PC in Microsoft Word, Microsoft Works, etc.).

Second: Save the E-mail message in *My Documents*. Select a file name that is easily remembered.

Third: Open your ISP (Internet Service Provider) and access the church's E-mail account. If you are doing it home, it is best to use the church E-mail account. The church will have to share the password and information with each individual who works on this ministry.

Fourth: Once into E-mail, type in the E-mail Address and a subject. You may not want to use the titles suggested in the bulk of this book, but instead just include a brief phrase like "Hi from _____ Church" or "Greetings from your pastor."

Fifth: Keep the Internet and E-mail in place. Click at start and hold the button as you go to *My Documents*.

Sixth: Open your E-mail that you previously titled and highlight it with the mouse. Raise the mouse to 'edit' at the top of the monitor and then click 'copy'.

Seventh: Go to the 'Task Bar'. It is probably at the bottom of the screen or it could be at the side) Click on the Internet (ISP). Now you will find yourself at the E-mail message area and it is time to send.

Eighth: Go down into the message area and click the mouse one time. Then go up to the top of the monitor again and at click edit. When the options show up, click 'paste'. All is ready to click on send at the top of the E-mail area.

Ninth: Repeat this process as often as there are identical messages to be sent to church people or visitors or contacts.

There are several other ways to send multiple E-mails. Check in your computer maker's book of directions or "Dummies" book and practice.

With God's help, much prayer, your interest and ability, personalizing these **E-mails for Growing Churches** will work to help build and strengthen your church. Be sure to have a class or individual instruction for any volunteer workers you plan to use. Put directions in print for them. Those instructions might include:

- 1) Confidentiality is of utmost importance.
- 2) Time is of an essence. Get the work done on the prescribed day!
- 3) Check spelling and sentence structure. Don't send sloppy work. It will reflect on the church.
- 4) Pray as you serve.
- 5) Don't add any message of your own. It is church business!
- 6) Use extreme courtesy. Your messages are saved, read by many individuals. Do not abuse the privilege.

Let God use you, your church, and your computers for furthering His work!

Chapter One

E-MAILS FOR ALL THE CHURCH PEOPLE

E-mail # 1: Glad You Are Part of Our Fellowship

Hello from _____ Church. You'll never know just how much you mean to us. We are so glad you are part of our fellowship. Sometimes, we get busy and forget to let people know how pleased we are to have them serve with us in our special church. Thank you for enabling us to minister to you as you bless all our lives as well.

In Christian love and with prayers from _____ at _____ Church

E-mail # 2: A Special Verse for You

Good news for you from _____ Church. A special Bible verse came to my attention today and I'd like to share it with you. "TRUST IN THE LORD AND DO GOOD; DWELL IN THE LAND AND ENJOY SAFE PASTURE. DELIGHT YOURSELF IN THE LORD AND HE WILL GIVE YOU THE DESIRES OF YOUR HEART," Psalm 37:4-5 (NIV). I pray that these verses will touch your heart as they touched mine. I encourage you to memorize them, repeat them often, then 'pass-it-on'!

With prayers for you,

Your _____ at _____ Church

E-mail # 3: Where Do You Fit In?

Hello. We are praying for you and every member of _____ Church as we think of our total church program and make plans for the future. Have you considered where God could use you within our fellowship? Everyone can serve the Lord in some way. Some are good typists, some enjoy lawn care and gardening, others desire to teach a Bible class or serve as a care group leader. Some work well in the kitchen while others might serve as ushers. Think about your own spiritual gifts, skills, and interests as you consider the right place to serve. Remember, God wants to minister through you as well as to you.

Lovingly, your friends at _____ Church

E-MAIL # 4: Make Friends at Church!

Some people seem to find it hard to make new friends. We are concerned about such people in our church and would like to ask you to help. Take time to notice those who seem lonely. Perhaps call them occasionally, visit them once or twice, go out of your way to speak to them before a service, even sit with them, if they are alone. A little effort doesn't take much, but it would mean more than you would ever know!

Our thanks in advance. _____ Church

E-mail # 5: Be Early for the Services

Greetings from your church. We wanted to keep in touch and let you know we are glad you participate in our worship services. We do our best to plan a complete and coordinated program that will be a blessing from the opening hymn to the concluding benediction...and we don't want anyone to miss this total worship experience.

Complications will arise and some people have a difficult time getting to church. Whether you are an occasional or consistent latercomer, we would rather you arrive late than not at all, but keep on trying! We encourage you all to come early. Praise God for all that is in store for us each week.

In Christian love and understanding,

Your pastoral staff at _____ Church

E-mail # 6: Invite a Neighbor

Next Sunday will be a special one as we plan to reach out to and recognize our neighbors. We are asking you and every member of our congregation to invite a neighbor. Some will not come, but if we all speak to at least one person in our area, we will reach a few new nonchurched or uncommitted people. Try! Pray, ask God for the courage, and knock on a door. See what God can do with willing people on Neighbor Sunday!

From your staff at _____ Church

E-mail # 7: Give a Little More!

Hello from your church officers. We are writing because we have a special need in our building fund. You may already give as much as you think you possibly can, but even an extra dollar or two would help us meet this month's special need. Pray about what you can do. If you aren't led of the Lord in that direction, we'll understand. If you are, 'thank you' and know that each gift, large or small, is for the betterment of our church building.

From the Finance Committee